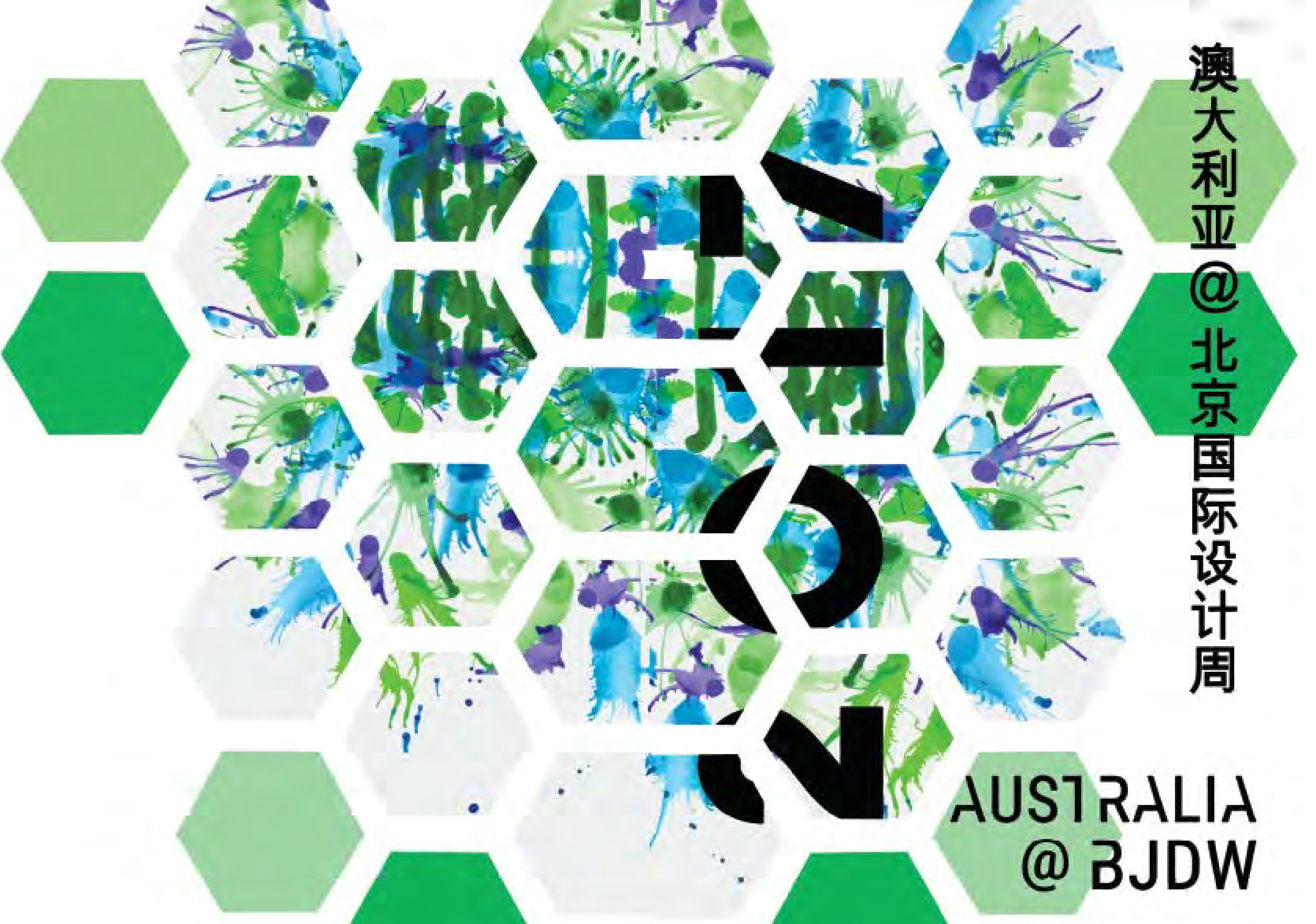


澳大利亚@北京国际设计周

AUSTRALIA
@BJDW



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Australia@BJDW is proudly sponsored by Qantas
本次活动由澳洲航空公司鼎力赞助



This event is organised by the Australian Embassy Beijing
本次活动由澳大利亚驻华大使馆主办
www.china.embassy.gov.au

大使序言

AMBASSADOR'S WELCOME

Australian designers bring a very Australian approach and aesthetic to this year's Beijing Design Week, emphasising the critical role innovative design plays in our daily lives. In response to the theme 'Inspired by Uniqueness', Australia@BJDW presents three exhibitions and an international design forum at 751 International Design Festival, showcasing effective ways designers respond to the challenges faced by our communities.

The *Invisible Light Garden* installed at 751 connects design, technology and the imagination to create a space that invites children of all ages to play and discover. From the young to the aging, the *Future Aging Lab* is a collaboration between the University of Technology Sydney and Tsinghua University addressing the pressures created by advances in health care and subsequent longer life spans, utilising technology to play a critical role in assisting independence and optimal quality of life.

Innovation and inclusivity are also strongly evident in the Young Australian Design Awards, with a selection of finalists exhibited in China for the first time. The broad diversity of products exemplify trends and needs evident in all communities – from the more individualistic design of wearable technology assisting in non-verbal expression and communication, to great innovations providing critical life-lines of support to people with special needs and health conditions.

Finally the Australian love of the 'outdoors' is conveyed through a 'green living wall' installed at The Opposite House. Inspired by the original design by famous Australian designer Marc Newson of Qantas Lounges in Sydney and Melbourne, the *Qantas BJDW Lounge* installation combines the healthy outdoor Australian lifestyle with our national enjoyment in creating spaces to congregate and celebrate.

I would like to thank the Beijing Design Week organisers, particularly at 751 D Park, for their support and collaboration. I would also congratulate our Australian designers for their creativity, and their enthusiasm in participating in Beijing Design Week 2017, collaborating with and forging new connections in the dynamic Chinese design community.

H.E Ms Jan Adams AO PSM,
Ambassador of Australia to the People's Republic of China

澳大利亚设计师在今年的北京国际设计周上将展示极具澳大利亚特色的设计方法和审美观，强调创新设计在日常生活中的重要性。为响应“独特性创造灵感”这一主题，Australia@BJDW将在751国际设计节北京时尚设计广场呈现三个展览和一个国际设计论坛，展示设计师如何以有效的方式回应社会面临的挑战。

在751北京时尚设计广场的装置艺术“隐秘灯光花园” (*Invisible Light Garden*) 融合了设计、技术和创意，构建了一个可以吸引各年龄段的孩子到此玩耍和探索的空间。从年轻到年老，未来老龄化实验室 (*Future Aging Lab*) 是悉尼科技大学和清华大学的合作项目，致力于解决医疗卫生条件进步带来的寿命延长所产生的压力，利用技术在辅助实现生命的独立和最优质量方面发挥关键作用。

创新和包容也充分体现在澳大利亚青年设计大奖 (*Young Australian Design Award*) 中，入围决赛的选手其部分作品将首次在中国展出。产品的广泛多样性体现了所有社会当下的明显趋势和需求——包括更加个性化的、用于辅助非语言交流的可穿戴技术，和对存在特殊需求和特殊健康状况的人群提供重要生命支持的创新产品。

最后，澳大利亚人通过瑜舍酒店的“绿色生命墙”装置传达了他们对“户外”的热爱。受到澳大利亚著名设计师马克·纽森在悉尼和墨尔本澳洲航空公司机场贵宾室独特原创设计的启发，“澳洲航空公司北京国际设计周贵宾候机室”的装置艺术将澳大利亚健康的户外生活方式与对创造聚会和庆祝空间的喜爱融合在了一起。

我要感谢北京国际设计周的组织者，特别是751北京时尚设计广场对本届设计周提供的支持和协作。同时，我也想向澳大利亚设计师表示祝贺，他们将自己的创意和热情带到了2017北京国际设计周，与充满活力的中国设计界通力合作，并创建了新的联系。

澳大利亚驻华大使
安思捷 阁下



鸣谢

ACKNOWLEDGEMENTS

ORGANISER

Australian Embassy Beijing

主办方

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ACKNOWLEDGEMENTS

Major Sponsor: Qantas

鸣谢

主要赞助方：澳洲航空公司

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Kids Design Week
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The Opposite House
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Western Academy of Beijing

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北京京西国际学校

Graphic Design by Lilian Hambling

平面设计 莉莲·韩伯苓
www.lilianhambling.com

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澳大利亚设计展

AUSTRALIAN
DESIGN
EXHIBITIONS



瑜舍酒店澳洲航空贵宾候机室

QANTAS BJDW LOUNGE AT OPPOSITE HOUSE



AUSTRALIAN FEATURE LAUNCH 澳大利亚设计项目启动仪式

DATE: 29th September | 6:30 - 8:30pm

VENUE: The Opposite House, Sanlitun Road, Beijing

时间: 9月 29日 晚 6:30 -8:30

地点: 北京三里屯太古里北区瑜舍酒店

The Australian Embassy Beijing in collaboration with Qantas is excited to launch Australia@BJDW with the opening of the *Qantas BJDW Lounge* at Opposite House as a special feature of the Australia@BJDW 2017 program. The BJDW Qantas Lounge showcases elements of the great design aesthetic originally developed by world renowned Australian designer Marc Newson for the Qantas Lounges in Australia.

The new interpretation of the lounge by product designer Ben Hughes references one of the memorable features of the Qantas lounges in Sydney and Melbourne - Green Living Walls, with lush green foliage evoking a healthy and relaxed yet luxurious feeling of healthy Australian lifestyle and landscapes – a feeling Qantas can help you to experience on your next holiday to Australia! Guests to the opening of Australia@BJDW on September 29th are invited to congratulate our Australian designers and participants in BJDW 2017 and enjoy the ambience of the Qantas BJDW Lounge with a glass of Australian premium wine.

澳大利亚驻华大使馆携手澳洲航空联袂为“澳大利亚@北京国际设计周”揭幕，“瑜舍酒店澳洲航空贵宾候机室”的开幕将作为2017澳大利亚@北京设计周的特别策划项目。贵宾室的设计展示了知名澳大利亚设计师 Marc Newson为澳大利亚的澳航贵宾室设计所采用的美学理念，由产品设计师 Ben Hughes 加以全新的阐释，打造了独具特色的“Green Living Walls”，以郁郁葱葱的天然树叶为墙体，让人联想到澳大利亚的生活和自然风光——健康、悠闲，又不失奢华，这些也正是澳洲航空为旅客提供的绝妙体验！“澳大利亚@北京国际设计周”将于9月29日开幕，莅临嘉宾将和参与2017北京国际设计周的澳大利亚设计师以及参展人员共同庆祝，品尝澳洲美酒，一同领略澳洲航空候机贵宾室的迷人风情。

包容性设计:针对所有人的未来设计

INCLUSIVE DESIGN – DESIGNING THE FUTURE FOR ALL

FUTUREAGING LAB

未来老龄化



FEATURE EXHIBITION OF 751 INT'L DESIGN FESTIVAL

北京时尚设计广场751国际设计节主题展

CURATORS & PROJECT
LEADERS:

Vivien Sung - University of Technology, Sydney
Dr Chao Zhao - Tsinghua University, Beijing

PROJECT TEAM:

Cory Dolman, Sonia De Pellegrin, Jack Fahy, Eva Li, Ariel
Wang, University of Technology, Sydney & Tsinghua
University, Beijing students

DATES:

28th September - 6th October | 10:00am - 6:00pm

VENUE:

Fashion Echo Building, 3rd Floor, 751 D.Park, No.4
Jiuxianqiao Road, Chaoyang District, Beijing

策展人与项目负责人:

Vivien Sung 悉尼科技大学
赵超博士 - 清华大学

项目团队:

Cory Dolman, Sonia De Pellegrin, Jack Fahy, Eva Li,
Ariel Wang、及悉尼科技大学与清华大学学生

时间:

9月28日-10月6日 上午10:00 - 6:00

地点:

北京朝阳区酒仙桥路4号北京时尚设计广场时尚回
廊3楼

The feature exhibition *Inclusive design: Designing the Future for All* at 751 D.Park showcases a range of projects designed to include people of all abilities. The exhibition focuses on the themes of 'Designing for the Future of Aging', 'Healthcare', 'Transport and Mobility', and 'Food and Eating and Living Environments'. The exhibition is presented by the University of Technology, Sydney and Tsinghua University, Beijing.

A highlight is the work of the *FutureAging Lab*, a co-creation lab for human-centred research and design focused on health and positive ageing, which utilises empathy-based research and visual mapping methods. The interdisciplinary and intercultural lab seeks to engage students and community, inherited problem owners of growing ageing population, in exploring solutions and scenarios while concurrently developing the capacity to solve complex problems in global environments. Led by Vivien Sung, the lab aims to create connections between students, academics, government and industry between Australia and China.

The *FutureAging Lab* will showcase the product and service solutions developed by students from the University of Technology (Faculty of Design, Architecture and Building, School of Design), and Tsinghua University (Academy of Art and Design, Industrial Design Department and Healthcare Design Innovation Lab). At Beijing Design Week, *FutureAging Lab* invites the public to step into the shoes of the elderly and their future selves to explore and reimagine possible futures for ageing through creating. Through collaborative and collective imagining, *FutureAging Lab* enables a space to reveal, reflect, rethink and shape a positive future for ageing.

Sponsor

University of Technology, Sydney

此次在751艺术区推出的包容性设计主题展览“为众设计未来”将展示包容不同能力人群的设计作品。主要聚焦未来老龄化、健康医疗、衣食住行、生活环境等议题。展览由悉尼科技大学和清华大学联合呈现。

展览的亮点当属未来老龄化实验室，一家专为人类健康和良性老龄化研究与设计而成立的实验室。其实验多采用移情研究与可视映射的方法。这一跨学科、跨文化的实验室致力于吸引学生、社区以及因老龄化加剧面临诸多问题的群体，共同探索解决方案和应对措施，同时发展应对全球性复杂问题的能力。实验室在负责人Vivien Sung的带领下，旨在成为中澳两国学生、学者、政府和业界之间的纽带。

未来老龄化实验室所展示的产品与服务设计方案均由悉尼科技大学（设计、建筑和建筑环境学院）与清华大学（美术学院、工业设计系和健康医疗产业创新设计研究所）的学生设计。北京设计周期间，实验室将面向公众开放，让人们有机会体验老年生活，通过想象力和创造力共同探索未来老龄化生活的无限可能性。通过互动合作模式集思广益，老龄化实验室为我们提供了一个揭示、预见、反思以及构建老龄化美好未来生活的空间。

赞助

悉尼科技大学

年轻的澳大利亚设计奖

YOUNG AUSTRALIAN DESIGN AWARDS



CURATOR: Rachel Wye

DATES: 28th September - 6th October | 10:00am - 6:00pm

VENUE: Gearing Space, 1st Floor, 751 D.Park,
No.4 Jiuxianqiao Road, Chaoyang District, Beijing

策展人: Rachel Wye

时间: 9月28日-10月6日 上午10:00 - 下午6:00

地点: 北京朝阳区酒仙桥路4号 751D·PARK
北京时尚设计广场 传导空间1楼

ABOUT THE YOUNG AUSTRALIAN DESIGN AWARDS

The Young Australian Design Awards is a national design award for young Australian designers, engineers, innovators and entrepreneurs. The Awards were created to inspire the next generation of Australian designers and to help foster a culture of design, innovation and creativity in Australia. The Awards are proudly managed by Good Design Australia and sponsored by RØDE Microphones.

Projects entered into the Awards must demonstrate how they have used design to solve a real world challenge. Overall winners are selected based on the potential impact their project will have on improving the quality of life for the intended user.

Entrants to the Awards receive recognition in the following categories:

- Young Australian Designer of the Year Award
- Design Innovation Award
- Design Technology Award
- Design Sustainability Award

关于澳大利亚青年设计奖

澳大利亚青年设计奖是澳大利亚为年轻设计师、工程师、发明家和企业家设立的全国性奖项。这个奖项主要为激励澳大利亚年轻一代设计师以及培养澳大利亚的设计、创新和创意产业。奖项主要由Good Design Australia管理，由RØDE Microphones赞助。

参赛的项目需展示如何解决现实生活中的实际问题。评选是根据项目能够为其潜在用户的生活质量带来多大的影响而定。

获奖者将获得以下类别的认可：

- 年度澳大利亚青年设计者奖
- 创意设计奖
- 技术设计奖
- 可持续性设计奖

ABOUT GOOD DESIGN AUSTRALIA

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards program. With a proud heritage dating back to the Industrial Design Council of Australia (IDCA) established in 1958, the Good Design Awards is Australia's longest standing national design award and promotion program and one of the few forums for professional designers to showcase their design expertise to national and international audiences. As a result of more than 50 years of design benchmarking, the program has focused on progressively raising the standard of design and innovation in Australia.

关于GOOD DESIGN AUSTRALIA

Good Design Australia是一个国际性设计推广组织，管理澳大利亚的年度Good Design Awards项目。Good Design Awards的历史可以追溯到1958年成立的澳大利亚工业设计协会 (IDCA)，它是澳大利亚时间最长的全国性设计奖项以及推广项目，并且是少有的几个专业设计师向国内和国际人群展示作品的平台。经过50多年的发展，这个项目极大的提升了澳大利亚设计和创新水平。

'E-MOTION'

Designed by: Lilian Hambling
University of New South Wales, Art & Design

'e-motion' investigates the use of wearable technology to create a new form of non-verbal communication for males by measuring physiological data from the body and expressing it as dynamic light displays.

2017 Winner of the Young Australian Design Award of the Year



设计师：Lilian Hambling
新南威尔士大学

E心情利用可穿戴科技，通过监测生理数据以及可穿戴设备上的亮灯，为男人提供了一种新型的非语言交流形式。

'HUG'

Designed by: Era Camilet
University of New South Wales

'HUG' is a system that aids children with autism in self-regulation. The wearable tracker monitors the child's stress levels which the carer can track through a mobile app.



设计师：Era Camilet
新南威尔士大学

HUG是一个帮助自闭症儿童自我管理的系统。可穿戴装置将监测孩子的压力水平，同时监护人可通过手机程序实时察看。

'DAICHI INTERACTIVE AIR PURIFIER'

Designed by: Tracy NG
University of Technology, Sydney

The 'Daichi Interactive Air Purifier' warns users of the air quality, which enables them to take responsibility for the air they breathe in domestic spaces.



设计师：Tracy NG
悉尼科技大学

Daichi 互动空气净化器能够提示空气质量，使人们更为关注自己生活/工作空间的空气质量。

'SCRAP SNACKS'

Designed by: Greta Sagus
University of New South Wales

'Scrap Snacks' is an at-home system that up-cycles kitchen food scraps into a valuable alternative resource, providing healthy food for animals.



设计师：Greta Sagus
新南威尔士大学

Scrap Snacks是一个家用系统，能够将厨余食品废料处理成为有价值的宠物食品，为宠物提供健康的食物。

'VITA HAEMODIALYSIS MACHINE'

Designed by: Marcus Lee
University of New South Wales

'Vita' is a haemodialysis machine that both simplifies and makes more accessible life sustaining treatment to kidney failure sufferers in remote regions.



设计师： Marcus Lee
新南威尔士大学

Vita是一款血液透析仪，为在偏远地区的肾病患者提供更加简便、易获得的持续性治疗。

'BOTANY'

Designed by: Tom Costello
Auxiliary Design School

'Botany' is a distinctive vertical aeroponic garden designed to be a simple and attractive micro-farming solution for high density urban homes and apartments where home grown food is either inconvenient or impossible.



设计师： Tom Costello
奥克斯拉里设计学校

Botany 是一个独特的垂直空中花园，它是一个简洁又吸引人的微型种植设计，都市生活中种花草总是不方便或是不能实现，Botany专为现代高密度都市家庭和公寓量身打造。

'SPEAKSEE'

Designed by: Joshua Flowers
University of New South Wales

Speaksee is a kit of wearable bluetooth microphones that uses new insights into speech recognition technology to make conversation visual. For those who have profound hearing loss, Speaksee dramatically enhances speech comprehension by providing subtitles to group conversations in real time.



设计师： Joshua Flowers
新南威尔士大学

Speaksee 是一个可穿戴蓝牙麦克风组合，通过使用新的语音识别技术使对话变得可视化。对于听力障碍人群，Speaksee能够在群体对话中实时提供字幕，显著地提高了语言理解能力。

'RESPIA'

Designed by: Katherine Kaweckki
University of New South Wales

'Respia' is an asthma management system that tracks and records the user's respiratory health and medication use. Respia is the complete redesign of existing aerosol inhalers coupled with a world first wearable patch that tracks respiratory health.



设计师： Katherine Kaweckki
新南威尔士大学

Respia是一个哮喘监测系统，管理和记录使用者的呼吸系统和用药情况。它是一个对已有的气溶胶吸入器的完全重新设计，利用全球第一个可穿戴贴片跟踪监测

'SPIN FREE'

Designed by: Dean Lopriore
Royal Melbourne Institute of Technology, RMIT

Child growth is an important factor that is absent from the current paediatric wheelchair market. The 'Spin Free' project seeks out to address this issue by providing adaptability towards child growth. It enables the wheelchair to grow with the child physically and emotionally.



设计师：Dean Lopriore

墨尔本皇家理工大学

伴随年龄的成长，儿童对童车的需求变得不同，这对于现有的童车市场有着重要的影响，Spin Free这个项目旨在通过一辆可适应不同年龄儿童的童车来解决这个问题，它能够适应儿童在不同阶段的生理和情感成长。

'ORA'

Designed by: Stephanie Tan
Monash University

This project explores the nuances regarding the current health care systems and technologies and potential for a more inclusive, efficient screening method, focusing on user experience and the emotional process those patients undergo.



设计师：Stephanie Tan

莫纳什大学

这个项目对目前的健康护理系统和科技进行探索，希望能够寻求一个更加全面和有效的筛选方法，更加关注用户的体验和病人的情感。

'YOLK'

Designed by: William Duong
University of Technology, Sydney

YOLK aims to assist a distressed family unit, in minimising confrontation by initiating discussion following conflict and aiding conversation by quantifying positive, neutral and negative emotions in tactile and visual responses to develop empathy and a self-awareness.



设计师：William Duong

悉尼科技大学

YOLK 旨在帮助减少家庭内部的冲突，通过增加家庭成员的沟通，帮助量化在感知和视觉反应中积极、中性、消极的情绪来达到同情和自我认识。

'REMOTE PREGNANCY MONITORING'

Designed by: Sarah Heimeier
Royal Melbourne Institute of Technology RMIT

Rural women have reduced access to maternity services due to a lack of availability. By monitoring the mother at home, the wearable device and interface means she can send her symptoms, blood pressure and development, to keep doctors aware of health outcomes to help reduce doctor visits.



设计师：Sarah Heimeier

墨尔本皇家理工大学

乡村地区由于欠发达导致当地的女性不能受到许多生育方面的服务。这款可穿戴设备和界面可以在孕妇的家中监测孕妇的情况，通过它可以发送孕妇的症状、血压和各项发育情况，随时把身体的情形告知医生，减少医生的出诊次数。

E心情

E-MOTION

LILIAN HAMBLING



WINNER OF YOUNG AUSTRALIAN DESIGN AWARDS 2017
2017澳大利亚青年设计奖获得者

DATES: 28th September - 6th October | 10:00am - 6:00pm

VENUE: Gearing Space, 1st Floor, 751 D.Park,
No.4 Jiuxianqiao Road, Chaoyang District, Beijing

时间: 9月28日-10月6日, 上午10:00 - 下午6:00

地点: 北京朝阳区酒仙桥路4号 751D-PARK
北京时尚设计广场 传导空间1楼

'e-motion' investigates the use of wearable technology to create a new form of non-verbal communication for males by measuring physiological data from the body and expressing it as dynamic light displays. It is a range of e-textile menswear garments designed in a contemporary style that combines 'street-wear' and 'active-wear'.

In response to sensors measuring pulse, muscle tension and proximity, each garment displays coloured light animations that emulate the physical manifestations of different emotions in ways like a pounding heart, rush of adrenaline and the feeling of 'butterflies'. All electronic modules are connected to an Arduino micro-controller using plugs to enable efficient attachment and detachment for re-use, re-pair and refurbishment in order to prolong the garments lifetime.

By enabling an opportunity for men to be more openly expressive, the stereotypical expectations of masculinity can change; instead of hiding them away, feelings can be displayed as interactive gestures.

“E心情”项目通过探索可穿戴技术的全新应用，针对男性群体提供了一套新颖的情感交流方式，无需口头表达，仅需测量身体生理数据，然后依靠灯光动态变化展示情绪波动。该产品为一套电子男式服装，现代化的设计风格，集“街头元素”和“运动风格”为一体。每套电子服装均有动态彩光显示功能，在传感器测量到脉搏、肌张力等数据后，彩光可以实现相应的生理特征模拟，通过不同灯光信息展示男性的情绪，比如心跳加速、肾上腺素激增，或者忐忑不安。电子元件均连接至一台Arduino微型控制器，同时配备拆卸插头，便于重复使用、维修以及翻新，从而延长服装的使用寿命。通过让男性能够更公开地表达情绪，这种服装能够改变人们对男性所持的刻板形象。情感将作为互动姿态被展示，而不是被掩饰。

隐秘灯光花园

INVISIBLE LIGHT GARDEN



DESIGNER:	Mosster Studio
DATES:	28th September - 6th October 10:00am - 6:00pm daily
VENUE:	Gearing Space, 1st Floor, 751 D.Park, No. 4 Jiuxianqiao Road, Chaoyang District, Beijing
设计家:	MOSSTER 工作室
日期:	9月28日-10月6日 每天 上午10:00 -下午 6:00
地点	北京朝阳区酒仙桥路4号 751D-PARK 北京时尚设计广场 传导空间1楼

By Mosster Studio, in collaboration with ArtPlay and Melbourne children.

The *Invisible Light Garden* is a place of magic, curiosity, playfulness, and beauty, where the unseen bonds between every one of its elements become visible and are shaped by our actions. It is a magical and immersive experience to discover and contemplate connectedness in nature and with each other.

The project is about creating ways to explore those connections and their influences by transforming an empty dark space into a "Light Garden" that can be grown and changed by moving physical objects within that space. These objects are part of a digital system that recognises their position and represent their connections by projecting images over them. The garden changes its behaviour depending on endless possibilities of placement of these elements, which allows for the results to be random and unique.

The *Invisible Light Garden* was created by Mosster Studio with the help of children who attended a series of workshops, where they explored the possibilities of what a light garden can be like.

Using the same technical system that is part of the final work, the children came up with different visions of the elements that later became part of the installation. They created the flowers and plants, designed the soundscape, decided how intense the animations should be, and gave a lot of thought to how the installation should feel like. The result is a shared vision of a place where art, nature and artists come together.

由Mosster Studio 工作室与ArtPlay 、 Melbourne children合作推出

在隐秘灯光花园这个美妙之境，充满着奇幻、好奇与愉悦。在这里，各元素间本来不甚明朗的联系变得清晰可见，参与者还可通过自身的行动搭建联系。这是一次奇妙的沉浸式探索之旅，我们在其中得以思考自然万物间的丝丝联系，以及我们人类彼此间的纽带。

项目主要是设计一些方法，让体验者通过移动空间内物体，对整个空间进行改造，将一个空荡荡的黑暗空间打造为一个“灯光花园”，在整个过程中，体验者可以对各种物体间的联系以及它们如何相互影响有更深入的理解。空间内物体为数字系统的组成部分，该数字系统可以识别这些物体的所处位置，并且通过在物体上方投放影像的方式来展示各物体间的联系。各种物体的摆放位置可以大不相同，所以整个花园的构造充满了无限可能性，最后的结果自然具有随机性和独特性。

隐秘灯光花园项目由Mosster 工作室打造，并且得到了许多参加到工作坊中的小朋友的协助。这些小朋友们在工作坊内创造出一个又一个与众不同的灯光花园，他们借助同一套技术系统，贡献缤纷各异的创意与想法，汇聚成最后的装置成品。小朋友们创造了花和植物，参与声景设计，还决定了花园内影像动态节奏，他们对整个花园的格调风格有着各种各样的想法。隐秘灯光花园是艺术、自然和艺术家共同的创造成果。



设计马拉松

DESIGN MARATHON



DESIGN DAY Marathon is a full-immersion fast-design competition that requires creativity and resistance. Students divided into working groups are pushed to use different skills to produce concrete and consistent design proposals in only 24 hours. There are no pre-defined hierarchies and students learn to integrate thoughts and ideas in a multidisciplinary way, and to immerse themselves in the reality of a real company. This is what will occur for participating students who will have the opportunity to work with tutors and renowned professionals. The winners' team will be rewarded and received possible intern opportunities with sponsoring companies.

DESIGN DAY Marathon is organised by Beijing Institute Of Fashion Technology with support from Curtin University, and other universities across China and Korea.

DATES: Workshop: 23rd - 24th September
Exhibition: 28th September - 6th October | 10:00am - 6:00pm

VENUE: Gearing Space, 1st Floor, 751 D.Park
No.4 Jiuxianqiao Road, Chaoyang District, Beijing

日期: 工作坊：9月23-24日

展览: 9月28-10月6日 上午10:00-下午6:00

地点: 北京朝阳区酒仙桥路4号 751D·PARK
北京时尚设计广场 传导空间1楼

DESIGN DAY设计马拉松是全方位的快速设计竞赛，分三个环节：论坛、24时快速设计、与汇报颁奖。它利用设计思维来开发企业委托的设计项目，并带动不同领域企业与参赛学员之间的合作，涉及到的竞赛方向包含设计规划、空间设计、视觉设计、产品设计、互动设计、时尚设计等。参与马拉松的设计师须具备较强的抗压力和创新力，在24小时内竭尽所能，最终提交具体且可行性的设计方案，获胜团队将获得奖金奖品与相应的工作机会。

DESIGN DAY设计马拉松由北京服装学院主办，澳大利亚科廷大学和澳大利亚驻华大使馆协办。



澳大利亚设计活动

AUSTRALIAN
DESIGN
EVENTS



包容性设计论坛

INCLUSIVE DESIGN FORUM



DATES: 28th September | 2:00pm - 5:30pm

VENUE: Fashion Echo Building, 2nd Floor, 751 D.Park
No.4 Jiuxianqiao Road, Chaoyang District, Beijing

日期: 9月28日 下午2:00-5:30

地点: 北京朝阳区酒仙桥路4号 北京时尚设计广场时尚回廊2楼

INCLUSIVE DESIGN FORUM 包容性设计论坛

FORUM OUTLINE:

The Inclusive Design Forum discusses the rising interest in inclusive design, that aims to cater for the needs of the community as a whole. While government, industry and community support is essential to address the needs of all, designers play a critical role in creating innovative and empathetically designed products and services that support the best possible quality of life for everyone.

SCHEDULE:

Introduction to the Forum: Yan Mingdan - Director of Creative Industry Department, Zhongdong Electronic Power Co., LTD

Introduction to Inclusive Design: Dr Zhao Chao - Academic advisor - Dean of Industrial Design Department, Tsinghua University; Director of Healthcare Design Innovation Lab

Introduction to Speakers: Adrienne Erickson - Senior Cultural Relations Officer, Australian Embassy Beijing

- Gabriele Tempesta – Director of YANG DESIGN City Innovation Department
- Lilian Hambling – Winner of Young Australian Design Awards
- Vivien Sung – Director of FutureAging Lab
- Dr Chao Zhao – Head of Industrial Design, Tsinghua University
- Comma Leung – Founder of Mosi mosi
- Rachel Wye – General Manager, Good Design Australia

论坛简介:

此次论坛主题围绕日渐盛行的包容性设计展开，以服务全社会为宗旨。尽管政府、业界以及社会的支持是解决老年人、病人、残疾人群体需求的中坚力量，设计师也同样扮演着不可或缺的角色，贡献了富有创意和同理心的设计产品与服务方案，为提升每个人的生活品质而努力。

流程安排:

论坛介绍：严明丹 - 北京正东电子动力集团有限公司，创意产业办公室主任

包容性设计介绍：赵超博士 - 学术顾问 - 工业设计系主任
健康医疗产业创新设计研究所主任

发言人介绍：艾中恩-高级文化官员，澳大利亚驻华大使馆

- Gabriele Tempesta-杨明洁设计城市创新部负责人
- Lilian Hambling-澳大利亚青年设计奖获得者
- Vivien Sung-未来老龄化实验室主任
- 赵超博士 - 学术顾问 - 工业设计系主任，健康医疗产业创新设计研究所主任
- Comma Leung- Mosimosi创始人
- Rachel Wye- Good Design Australia总经理

专题讨论会与提问环节由Rachel Wye主持

DESIGN SEEDS

DESIGN SEEDS 工作坊



Design Seeds is a children's workshop that aims to build awareness amongst children of good design and how it leads to innovation. The program introduces children to design as a creative problem solving strategy. Through greater awareness, children are inspired to become the creative leaders of a design-savvy generation who demand a world that looks and works better. The event encourages the naturally innovative nature of children and raises awareness of the importance of nurturing these attributes in the building of an innovative nation.

The skills that define our brilliant innovators are natural characteristics in children. Curiosity, questioning, connecting of unrelated ideas, trial and error, imagination, sketching, building and prototyping are all inherent in their everyday play. Nurturing these traits at an early age is essential in building a culture immersed in innovation.

Design Seeds工作坊主要面向儿童群体，旨在培养儿童的设计观念，并引导儿童实践创新。通过参与工作坊体验，孩子们可以体会到设计是一种具有创意的问题解决方案。通过提高孩子的设计意识，我们鼓励他们成为设计时代的创意先锋者，用设计来让这个世界更加美丽与美好。这个活动过程激发了孩子们与生俱来的创造天性，促使人们意识到培养儿童这些意识有助于国家整体的创造力。

创造型人才所应具备的优秀特质完全就是这些孩子们身上的天性特征。好奇心、质疑、天马行空、尝试与犯错、想象力、概念设计、构建、模型设计，这些都发生在孩子们的日常玩乐过程中。尽早培养孩子们的这些品质对于形成全社会的创意文化至关重要。

WORKSHOP DATE: 29th September

VENUE: China World Mall

工作坊日期: 9月29日
地点: 国贸商城北区足球场

PENFOLDS WINES ESTD 1844

INNOVATION, EXPERIMENTATION & PROGRESSION

奔富酒庄 (创立于1844年) - 创新、实践、进取

Established in 1844, Penfolds has a deep-rooted philosophy and story based on innovation, experimentation and progression.

For more than fifty years, Penfolds has used the industry standard 750ml green glass bottle across the majority of its wines. The fine wine inside, the signature packaging elements such as the distinctive red capsule, red signature logo and the white label, have served as key brand differentiators.

Penfolds reputation for innovation and experimentation continues to this day. The latest brand evolution, released this year, symbolises 173 years of winemaking and celebrating the precious wine within.

奔富酒庄创立于1844年，一直以创新、实践和进取为公司理念。50多年来，奔富酒庄大部分的葡萄酒都采用行业标准的750ML绿色玻璃瓶。除了美酒，独树一帜的包装风格也是区别于其他品牌的主要标志，如红色瓶帽、红色酒标和白色标签，。

奔富酒庄将创新和实践的精神一直延续至今，品牌形象也随之不断升级。产品最新的形象不仅代表着173年的酿酒历史，也是对其珍贵葡萄酒的致敬。





Australian Embassy
China

For more information on Australia@Beijing Design Week, email
关于澳大利亚@北京国际设计周的更多信息请发送电子邮件至
Adrienne.Erickson@dfat.gov.au | or visit www.china.embassy.gov.au

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