



SUCCESSFUL
DESIGN
最成功设计



2011
CHINA'S MOST SUCCESSFUL DESIGN AWARDS

年度最成功设计奖

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前言

Think的力量

在今年的中国最成功设计大赛期间，史蒂夫•乔布斯逝世了。潮水般的赞美淹没了一切，在我脑海中浮现的关键词是Think。

几周前，我遇到被称为世界创意经济之父的约翰•霍金斯；其著作《创意生态》中译本在北京正式出版前一天，他在上海私下赠送给我一本。副标题说：思考在这里是真正的职业（Where Thinking is A Proper Job）。关于创意和创意产业的著作、文章和论坛近来很多，但这本书打动我的，是Thinking。

刚读完IDEO公司蒂姆•布朗的著作《设计改变一切》，其副标题是“How Design Thinking Transforms Organizations and Inspires Innovation”。打动我的，还是Thinking。布朗说：设计思维并非始于技术研发，试图为新技术寻找市场。设计思维始于人，人的渴望和需求。理解消费者，从中获得灵感，以此作为起始点，寻求突破性创新。我想，中国制造要实现突破，这不正是最现实的发力点吗？

创新驱动的公司，似乎都喜欢“think”这个词。不久前，IBM为庆祝百年华诞，在纽约举办了一个Think论坛，探讨在技术与创新驱动下的面向未来的领导力。而Think正是IBM的创始人沃森的座右铭。

于是就不得不提乔布斯了。1997年，当乔布斯重返苹果时，他马上推出口号“Think Different”，用来挑战在PC领域与苹果竞争的IBM。他也同时挑战已经适应微软的Windows操作系统的消费者。

乔布斯打算从外面招聘一个世界级的设计师时，首先想到的是IBM ThinkPad 笔记本的设计师理查德•萨珀（Richard Sapper），后来才留下苹果的首席设计师伊夫。IBM在Think，Apple在Think Different。而这两家科技巨头的设计与创意中，Think贯穿了艺术、技术与创新。

总结人们对乔布斯毫不吝惜的美誉，可以发现他与历史上一些巨人的名字联系在一起，从艺术家、音乐家、发明家、科学家到企业家，几乎全部囊括，而时间的跨度也从文艺复兴到20世纪：达芬奇、米开朗琪罗、贝多芬、爱迪生、福特、迪斯尼，甚至最伟大的科学家牛顿（因为苹果），还有爱因斯坦。

还要加上乔布斯最喜爱的摇滚乐歌手列农和迪伦，以及在发布iPod时与其合作的U2乐队的波诺。我们发现，在iPod，iPhone，iPad和Mac背后，是艺术与精神的力量，是发现与探索的激情，正是技术让这些变成消费者的需求，最终改变了世界。而实现这一切的过程，正是Think。

周健工 JianGong Zhou

FOREWORD

The Power of “Thinking”

As work was being finalized on this year’s China’s Most Successful Design Awards, Steve Jobs passed away. The flood of sympathy for his passing, along with praise for his achievements, was overwhelming. As a man whose creativity re-conceptualized the way we interact with technology and the world, the key word that comes to my mind when looking back on his defining methodology is “Thinking”.

A few weeks ago, I met with John Howkins, father of the idea of the world’s creative economy. The Chinese translation of his book, *Creative Ecologies*, was officially published recently, and he gave me a copy as a personal gift when he was in Shanghai. The subtitle of the book is: “Where Thinking is a Proper Job.” There have been so many books, articles and discussions about innovation and industry published recently, but this book struck a particular chord with me with its examination of “Thinking”.

I’ve just read the book *Design Changes Everything* by Tim Brown, CEO of IDEO. The subtitle of the book is “How Design Thinking Transforms Organization and Inspires Innovation.” And again, the word “Thinking” touched me. Brown says design thinking does not start with technology development, nor trying to find a market for new technology. Design thinking starts with human desire and needs, understanding of consumers, and getting inspiration from these considerations to make innovation breakthroughs. I think the points he makes are particularly practical, poignant and relevant to China.

Innovation-driven companies understand the value of thinking. Not long ago, IBM conducted a forum on the subject in New York to celebrate its 100th anniversary, at which leadership driven by technology and innovation was discussed. And the word “Think” was the maxim of IBM founder, Thomas J. Watson.

We can’t avoid mentioning Steve Jobs in a discourse about creativity, innovation and the importance of thinking. In 1997, when Jobs had returned to Apple, he immediately came up with the slogan “Think Different”, throwing down the gauntlet to to IBM and Microsoft.

Jobs then set out to hire a top designer. The first person he considered was IBM’s ThinkPad designer, Richard Sapper, but Jonathan Ive was chosen instead, who is now the senior vice president of industrial design at Apple. IBM took on the “Think” prefix for its products, but Apple extended this to “Think different”. “Think” runs through the art, technology and innovation in design of the two companies.

Summarizing people’s praise of Jobs, we find that he can be seen in the same light as other giants from a diverse range of fields, including art, music, invention, science and business; from the Renaissance to modern times. This roll-call includes Da Vinci, Michelangelo, Beethoven, Edison, Ford, Disney, and even the greatest scientists - Newton and Einstein.

Of course we have to mention Jobs’ favorite singers, John Lennon and Bob Dylan, and U2’s Bono, who collaborated with Apple when they announced the iPod. We’ve found that the power of art and the passion for discovery lies behind the iPod, iPhone, iPad and Mac. Their technology transformed consumer expectations, and eventually changed the world. And “Thinking” was central to this process.

周健工 JianGong Zhou

前言



每每论及中国的设计，人们总会用这样的词汇：“萌芽期”、“初出茅庐”、“不成熟”……

然而，这么说的人意味着他们对时下的中国设计产业缺乏了解。而且，实事求是地说，这种观点确实已经过时了。

现在的中国不乏设计人才，当然在人才引进、人才培养等措施上仍需继续努力。然而，星火之势已起，锐不可挡。我坚信，十年后再回过头来看，今天对中国设计而言无疑是关键时刻，因为这个行业的人才与受众都已经积累到临界点，蓄势待发。这也解释了为何大家如此积极地参与这项赛事。通过描绘中国设计在概念上、能力上、视觉上、创意上的成长，从2006年开始，这项赛事反映了中国设计的面面观。

这段历程不仅反映于水准越来越高的参赛作品，更体现于前所未有的评审团队、慷慨相助的赞助商以及行业引领者和各方媒体的关注。最重要的是，接下来的获奖作品，毫无疑问，十年之后，它们将被未来的中国设计师奉为经典。

黄蔚 Cathy Huang

FOREWORD

When talking about design in China, people often use terms such as “embryonic”, “fledgling”, and “immature”.

However, using such terms belies the speaker’s lack of understanding of design in China today, and is to overlook the fact that such a point of view is outdated.China is now brimming with design talent. Of course, work still needs to be done as to how this talent is best captured, refined and nurtured. But the sparks have flown. The fire is ignited. I believe that, a decade from now, we will look back on where we are today and see it as the tipping point in China design, when the talent and reach of the industry achieved critical mass. That is why it is so exciting to be involved in these awards which, since their inception in 2006, have charted the phenomenal growth of ideas, ability, vision and innovation across all sectors of China design.

This journey is reflected not only in the increasingly high standards of the entries we receive, but also the unparalleled expertise of our judges and the generous sponsors who wish to attach their names to these awards, and the attention paid to these awards by industry leaders and the media. But most of all, the story is told by the winners featured in the following pages, which no doubt a decade from will be looked upon as classics by China’s designers of tomorrow.

黄蔚 Cathy Huang

评委团 Jury Panel



Satyendra Pakhalé

International Leading Industrial Designer, Founder of Satyendra Pakhalé Design Studio, Amsterdam. His design emanates from cultural dialogue, synthesizing new applications of material and technologies with great ingenuity. His works are in permanent collections of prestigious museums worldwide.

国际知名工业设计师，在阿姆斯特丹创立了Satyendra Pakhalé设计工作室

他的设计不仅融合多元文化，并将创意完美地与材料的新应用和新技术结合在一起。

他的作品被世界知名的博物馆永久收藏。



Geoffrey Bradfield

Founder of GEOFFREY BRADFIELD INC. OFFICES, Designed palatial residences, private jets and yachts, and unique office environments for clients throughout the United States, Canada, Mexico, South America, Europe and Asia.

国际知名的室内设计师，

不仅是成功的室内设计、私人飞机、游艇设计大师，

也是享誉美国、加拿大、墨西哥、南美洲、欧洲和亚洲的办公环境设计大师



Hagen Fendler

Chief Design Director Handset of Huawei

Mr. Fendler worked for many years as Design Director for the international operating design company yellow design/ yellow circle based in Cologne Germany. He had previously joined Siemens in 2004 as their Head of Product Concepts. In 2007, Mr. Fendler became CEO of VanBerlo Strategy + Design before accepting the role of the Global Chief Design Director for Huawei in August 2010.

华为终端公司手机产品首席设计总监

他曾在德国科隆国际经营设计公司担任过多年的yellow design/yellow circle的设计总监。

在2004年，他加入了西门子子公司担任产品概念设计的总监。2007年范文迪先生任职VanBerlo Strategy & Design的CEO。



Renke He 何人可

Renke He is dean and professor of the School of Design at Hunan University in China and is also director of the Chinese Industrial Design Education Committee. Currently he holds the position of vice-chair of the China Industrial Design Association.

他担任湖南大学设计艺术学院院长和教授，同时也是工业设计学科教学委员会主任委员。目前他还担任中国工业设计协会副会长。



Hideichi MISONO 御园秀一

President & CEO Tecno Art Research Co. Ltd.;

Former Senior General Manager of Toyota Design Center

After working on various projects at Toyota - including the post of Executive Vice President of the Caltly Design Research in California - Hideichi Misono headed the company's luxury lines, including Lexus.

丰田设计集团下属Tecno Art 总裁兼首席执行官；丰田前任全球设计总监

御园秀一曾在丰田负责过一系列设计项目，包括作为丰田加利福尼亚设计工作室Cathy的执行副总裁——领导包括雷克萨斯在内的高端产品线的设计工作。从2001年开始Misono升任丰田设计中心高级总经理，掌管丰田所有的设计项目并为该企业创立自己的设计哲学起到关键性作用。



Huang Feng 黄峰

Founder of TANG Consultanting, Co-founder and Prsident of UPA

With eight years UX experience in China, Jason has worked with over 50 companies including Microsoft, GE, Samsung, SAP, China Mobile, PayPal, Dell, Intel, Bank of China, RIM, MediaTek, Huawei, Ericsson etc.

唐硕咨询创始人, UPA共同创始人&主席

8年总共吸引来自中国移动、工商银行、中国银行、卓望数码、Docomo、汇丰、SAP、甲骨文、雅虎、微软、谷歌、通用、阿里巴巴、百度、华为、新浪、搜狐等150多家企业中的4000多位行业人士参加亚太地区最大的用户体验行业年会User Friendly。



Johan Adam Linneballe

Founder of Scandinavian Branding A/S member of Danish Architects' Association (MAA), Danish Designers (MDD) and Danish Chinese Business Forum

丹麦知名品牌形象设计大师，现任丹麦斯堪的纳维亚品牌设计与传播有限公司总裁兼首席执行官。丹麦设计师协会专业会员，丹麦建筑师协会专业会员，丹麦-中国商务论坛会员。



Karen Reuther

President of the Design Management Institute

Karen Reuther is a multi-disciplinary, multi-cultural design leader whose experience includes industry-leading corporations, twelve years at NIKE, design consultancies, owning a small design firm in Munich, Germany, and at Ziba, a world- class design and innovation firm where she was Director of Consumer Insights and Trends.

美国国际设计管理学会(DMI)主席

Karen Reuther是多学科，多文化的杰出设计师，她曾在业界领先的公司就职，有十二年NIKE和设计咨询公司的工作经验，在德国慕尼黑拥有一个小型设计公司，并曾在济巴担任一家世界一流的设计和创新公司的管理者，主要研究消费者洞察和趋势。



Michael Young

International Leading Product Designer, Founder of Michael Young
Michael Young, established himself from the very beginning as one of the world's leading figures in his trade.
著名设计师，Michael Young品牌创始人
从事工业设计师十八年，但在入行初期已经被喻为行内的先锋。



M P Ranjan

Governing Council of the IICD, Jaipur, Professor of National Institute of Design in India
Prof M P Ranjan is a design thinker with 40 years of experience in design education and practice. He helped visualize and set up two new design schools in India, one for the crafts sector and the other for the bamboo sector.
IICD和Jaipur管理委员会会员之一，印度国立设计学院竹子原创中心院长兼教授，
博客designforindia的设计者和作者



Patrick Leung 梁景华

Founder and Principal Designer of P A L Design Consultants Ltd
Born in Hong Kong, Patrick Leung is well-known designer for international awards winner. Sharp on 3-dimensional space design, he is excellent in creative and innovative design that the design blends with east and west culture, mixing between modern and classic.
PAL 设计事务所有限公司创办人及首席设计师
他的作品贯彻融入东西方文化, 现代及古典的时空交替, 强调永恒、创意、舒适和高尚品味



Cathy Huang 黄蔚

Founder and President of CBI China Bridge
She was the first Marketing Director of GE/Fitch China, and the former Project Manager of Haier Design Centre. She had been president of the jury panel of iF Design Award China, and judge of numerous renowned design awards, including Pentaward, Electrolux Design Lab and etc.
上海桥中设计咨询管理有限公司总裁
曾担任美国通用电气GE/FITCH 设计顾问有限公司中国区首任市场总监、海尔集团设计中心项目经理。曾担任iF Design Award China评委主席, Pentaward, Electrolux Design Lab等国内外重要设计大赛的评委。



Victor Yue 袁岳

Chairman of Horizon Research Consultancy Group, TV Hoster
Victor Yuan ,with 19 years experience in professional marketing and sociology research, has published more than 80 research reports, papers, books, and translation works on Law, Economics, Sociology, Political Science and Culture.
零点研究咨询集团董事长兼总裁，东方卫视、宁夏卫视与上海第一财经电视节目“头脑风暴”主持人
在组织管理、高级谈判、市场营销、品牌管理、政策分析方法、社会群体研究方面有相当研究，担任多家重要媒体和企业的长期管理顾问。



Jian Gong Zhou 周健工

Editor-In-Chief of Forbeschina.
He used to be the editorial of CBN. He was graduated from SAIS, the Johns Hopkins University (Master), International Relationship of Beijing University.
福布斯中文版总编辑
曾担任《第一财经日报》编委等。毕业于美国约翰·霍普金斯大学高级国际研究院（硕士），北京大学国际关系学院。



评审标准

策略

是否有明确的目标和策略？
为何启动该设计项目，有否达到预期的效果或影响？
遇到了哪些挑战和难题？

流程

在过程中，是否系统性地对设计项目进行了管理？
采用了什么方法来管理？
运用了哪些资源？投入了多少资金（是否合理）？
设计项目什么时候开始？持续多长时间？

成效

它的结果有标准衡量吗？例如：利润，销售额，市场情况，渠道。
是否带来了社会效益？具体效益是什么？受益者是谁？
是否是原创？是否带来了益处？实施情况如何？是否有令人称颂之处？
是否完成了最初的策略目标，或者超额完成了目标？

Judging Criteria

Strategy

Does the design have a well-defined target and strategy?
Why was the project initiated and what was the desired result or impact from the design?
Were there any challenges or problems to be solved?

Process

Has the project been systematically managed during the design process?
What methodology was used?
What resources were used? What was the total investment in the project (if applicable)?
When did the project start and how long did the project take?

Results

Can the project results be measured - such as profit, sales, market, channel?
Has the design benefitted the community or society?
If so, what is the benefit and who is the receiver?
Is the design original? Does the design create benefits? How well is the design executed?
Does the design have any WOW factors?
Overall, does the design accomplish the original strategic objectives?
Or did it even deliver beyond the defined strategy?



大奖佳作 / TOP SELECTION

钻石奖 DIAMOND AWARD

白金奖 PLATINUM AWARD

黄金奖 GOLD AWARD

最成功设计奖 MOST SUCCESSFUL DESIGN AWARD

TOP
SELECTIONS

大 奖 佳 作



钻石奖

裸心|谷
裸心

DIAMOND AWARD

naked Stables Private Reserve
naked Retreats



白金奖

上海玻璃博物馆
罗昂建筑设计咨询有限公司

PLATINUM AWARD

Shanghai Museum of Glass
logon



白金奖

8先生
中兴通讯股份有限公司

PLATINUM AWARD

Mr. 8
ZTE CORPORATION



黄金奖

飞利浦高清摄像机 CAM300
飞利浦设计团队

GOLD AWARD

Philips HD camcorder CAM300
Philips Design
Stefano Marzano and design team



黄金奖

方太近吸式油烟机
杭州瑞德设计有限公司

GOLD AWARD

Fotile Nearly Suction Style Lamp
Black Machine
Rui De



最成功设计奖

雅生布鲁克
汉斯格雅卫浴产品（上海）有限公司

MOST SUCCESSFUL
DESIGN AWARD

Axor Bouroullec
Hansgrohe Sanitary Products (Shanghai)
Co., Ltd.



最成功设计奖

先锋（Avantar）概念超级跑车
上海世科嘉车辆技术研发有限公司

MOST SUCCESSFUL
DESIGN AWARD

AVANTAR
SICAR



最成功设计奖

语竹 系列餐椅
西玛设计工程（香港）有限公司

MOST SUCCESSFUL
DESIGN AWARD

Bamboo Chair
CIMAX DESIGN ENGINEERING
(HONGKONG) LIMITED



最成功设计奖

沙丘
Roosegaard 工作室

MOST SUCCESSFUL
DESIGN AWARD

Dune
Daan Roosegaarde



最成功设计奖

上海玻璃博物馆 - 展览展示设计及
艺术指导
考迪迅（上海）建筑设计咨询有限公司

MOST SUCCESSFUL
DESIGN AWARD

Shanghai Museum of Glass -
Museum Planning & Art Direction
COORDINATION ASIA Architecture Design
Consulting Co Ltd



最成功设计奖

小笔电X101系列
华硕电脑股份有限公司

MOST SUCCESSFUL
DESIGN AWARD

ASUS Eee PC X101 series Netbook
Asustek Computer Inc.

裁
减



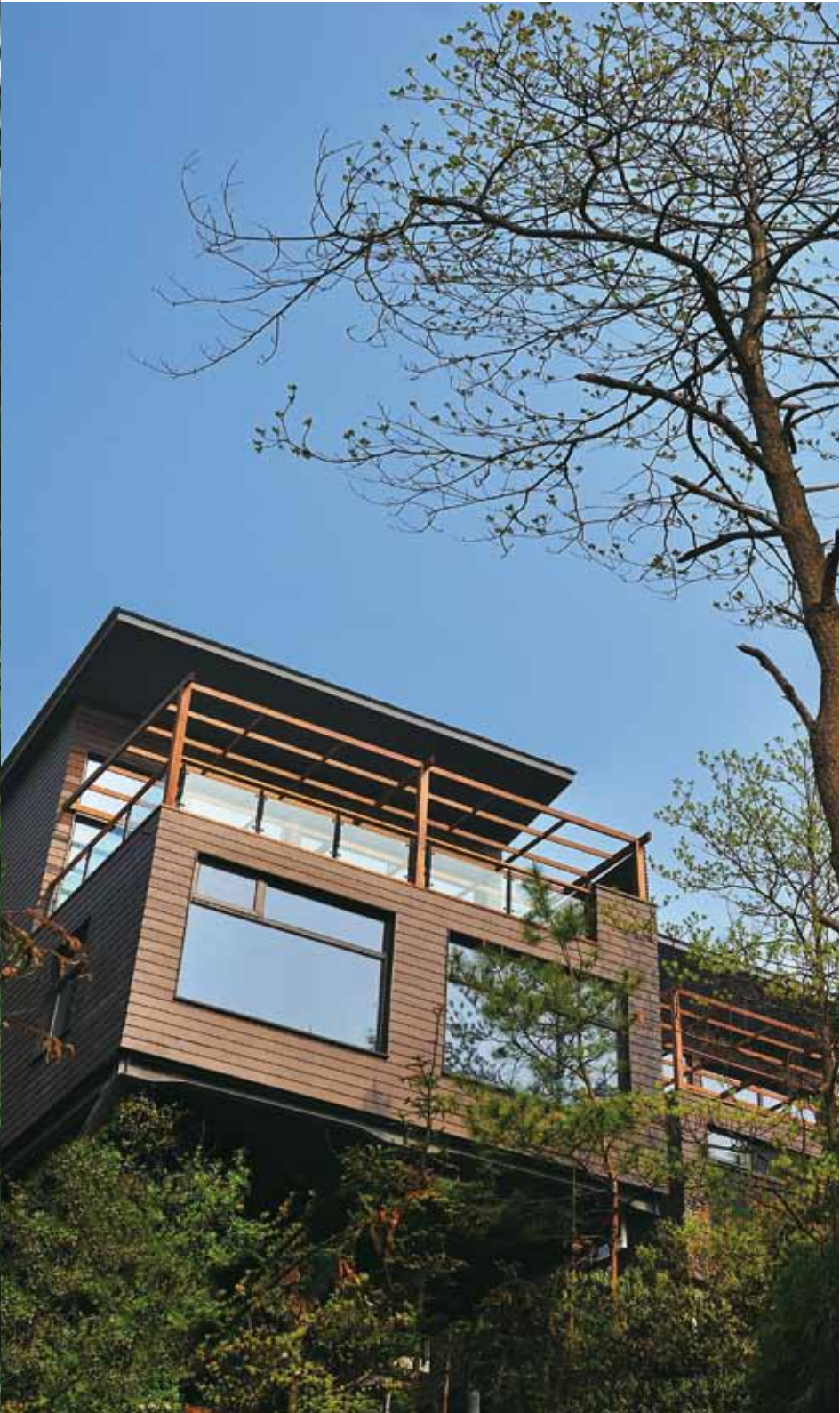
最成功设计奖	最成功设计奖	最成功设计奖	最成功设计奖
香港德意志银行 钱晓设计咨询有限公司	八马品牌整合 形象、包装及销售空间设计 BAMA TEA Brand Integration: CI, packaging & shop design	葫芦 保温杯 多样屋生活用品（上海）有限公司	哑光黑 LG电子中国设计中心
MOST SUCCESSFUL DESIGN AWARD	MOST SUCCESSFUL DESIGN AWARD	MOST SUCCESSFUL DESIGN AWARD	MOST SUCCESSFUL DESIGN AWARD
Deutsche Bank Hong Kong HASSELL	靳与刘设计 Kan and Lau Design	Gourd Thermo-mug Tayohya Daily Necessity Co., Ltd.	Matte black LG Electronics China Design Center

DIAMOND AWARD / 钻石奖



裸心|谷
naked Stables Private Reserve

裸心
naked Retreats



占地65亩的环保度假村中，所有建筑物的设计都是以尽量减少对环境的影响和适应周围的自然环境为考虑。“裸心|谷”将通过智能建筑设计的结合节省其能源使用总量的35%，创造良好绝缘的空间和使用高效节能的水源热泵来供热和供冷。同时，“裸心|谷”将可节省超过30%的用水量。除了尖端的技术，我们还采用了很多传统的建筑技术，如泥浆墙、竹子或再生木框架结构等。我们的目标是打造亚洲第一个拥有LEED（能源环境领导先锋）白金证书的世界级度假村。

The project aims to become the first LEED (Leadership in Environmental Energy Design) platinum-certified resort in Asia. naked Stables Private Reserve is set in 65 acres of pristine land. All buildings are designed to minimize their environmental impact and fit in with the natural surroundings. naked Stables Private Reserve will save up to 35% of its total energy use through the combination of intelligent building design to create well-insulated envelopes and the use of energy-efficient water source heat pumps for heating and cooling. In addition, the resort will save over 30% in water consumption. As well as cutting edge technology, we also employ many traditional construction techniques such as stone masonry walls, bamboo and recycled timber-framed structures, and traditional mud wall construction.





上海玻璃博物馆位于市北宝山区，在上海轻工玻璃厂旧址上重建。整个G+主题玻璃园区占地40,300平方米，其中30栋建筑的建造时间、项目规模及现状各不相同，多数功能与玻璃产业相关。项目业主上海轻工玻璃有限公司旨在重建整个基地，率先把其中2栋建筑单体改造成上海玻璃博物馆，标志着整个G+主题玻璃园区重建正式启动。上海玻璃博物馆是国内第一家专业性玻璃主题馆，也是国内现代化、互动体验概念博物馆的先驱之一。博物馆建筑面积5,500平方米，在2栋原有建筑结构上增加2个新的建筑结构，功能涵盖博物馆常设展厅、玻璃艺术长廊、艺术家及游客玻璃工坊、活动空间兼临时展厅、咖啡馆、办公空间、藏品室及辅助设施。上海玻璃博物馆是规划中的玻璃园区的首个建筑单体，也是核心建筑。玻璃、艺术、科研都将是G+主题玻璃园区的品牌关键词。

The Shanghai Museum of Glass is located on a former glass manufacturing and processing site in the northern District of Baoshan, Shanghai. The site covers a total area of 40,300 sq.m and consists of 30 industrial buildings varying in age, condition and scale, with most still being used by glass-related industries. The owner, Shanghai Glass Co., aimed to upgrade the site, and selected two buildings to become the Shanghai Museum of Glass to kick start the project. It is the first glass museum in China, and one of the first museums in China based on a modern, interactive exhibition concept. The museum covers an area of 5,500 sq.m spread over two existing and two new building sections hosting the museum exhibition space, a glass art gallery, several workshops for both artists and visitors, event and temporary exhibition spaces, a café and offices, storage and supporting facilities. The Shanghai Museum of Glass building is the first and central building of a glass, art, research and technology park branded G+ Glass Theme Park.

PLATINUM AWARD / 白金奖

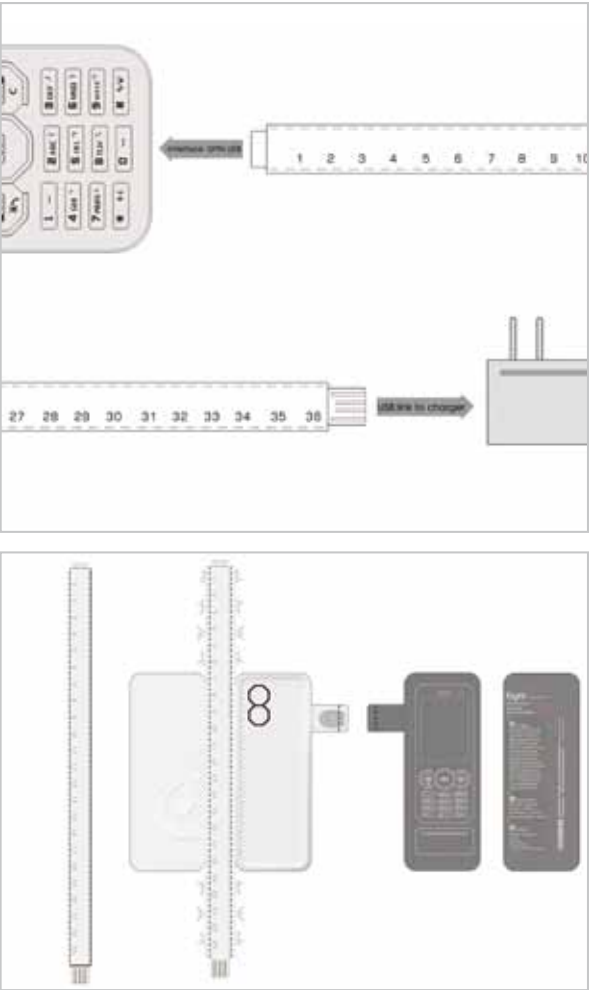


项目 PROJECT :

Mr.8
8先生

公司 COMPANY :

中兴通讯股份有限公司
ZTE CORPORATION



Mr.8 (TD-U220) 是中兴TD制式手机，主要面向年轻学生族群。Mr.8从外观设计，结构设计，线路设计，到硬件软件设计全部为自主研发。工业设计为主导、造型先行是项目的主旨，以ZTE用户方案中心的设计语言——“亲，新，简，思”为Mr.8的设计主线。

亲——不采用金属、电镀等不环保材料，而用白色环保漆体现低碳的理念。

新——提倡绿色低碳：拒绝浪费、拒绝呆板、拒绝不可能。

简——产品用之有道。

思——USB采用FFC超薄数据导线，撕下USB的过程就是打开手机包装的过程，这一过程，始终向消费者传达出企业理念和其表达的消费精神。

设计感强，差异化的外观，Mr.8提倡绿色科技、着重用户体验消费，将设计上从商术逐步引向人术。

Today Chinese chess is commonly played all around the world. But can you imagine visually impaired people from different countries and communities with different cultures playing the game without any trouble? The Public Design Lab of the School of Design, The Hong Kong Polytechnic University, has made this possible with their design, “Chess for ALL”. It consists of a newly invented tactile system which overcomes the limitations of conventional Braille and cultural differences, meeting the call of society with inclusive and equal opportunities for all.

The MR.8 (TD-U220) is a TD-model cell phone of ZTE, with its main target consumers being young students. Appearance, circuitry, hardware and software design was all independently researched and developed. Dominated by the industrial design ethos that shape comes first, the MR.8 marks an affinity with newer, simpler thinking as its design theme - the basis of ZTE's design language for customer solutions.

With a strong design sense and unique appearance, the MR.8 also embraces green technology while focusing on users experience, leading to a design firmly grounded in both business and humanity.



高清摄像机CAM300是一款简单易用的“枪型”视频摄像机。此款摄像机的设计理念为简单至上。机身小巧、外形轻薄，可轻松随身携带。无需技术特性方面的专门知识，即可录制全高清品质的视频。让您通过美妙的视频捕捉生活中的精彩瞬间。

The CAM300 is an easy-to-use movie camera. The camcorder is designed to be as simple as possible. Its small and slim design fits easily into your pocket.



GOLD AWARD / 黄金奖



方太近吸式油烟机
Fotile Nearly Suction Style Lamp Black Machine

杭州瑞德设计有限公司
Rui De



1998年以后，欧式油烟机充斥油烟机市场有10年之久，产品同质化现象很严重。市场急需一款集功效与形式于一体的一类产品，在这样的开发背景下，一款近吸式的吸油烟机走进注重实用的理性消费者的视线。时尚新颖的外形，简练的直线条和平面设计，适合与各种厨房装修风格搭配；两侧增加玻璃挡风板（采用无铅水晶蓝星灰钢化玻璃），更显灵动之感。产品特有的三大核心技术增加了产品的亲和力、科技感及使用体验。此款设计解决了现代油烟机的几大问题，如中国烹饪的特殊性、油烟的扩散及不稳定性、产品清洁的方便性、功能与形态的结合等。

In a market that has been filled with European-type kitchen extraction machines since 1998, product homogeneity is increasing, with such machines ill-suited to Chinese cooking. This design is suitable for consumers who place utility at a premium. With a contemporary appearance, it features concise straight lines and blends with all kinds of kitchen decor. The hood features lead-free crystal blue star ash-toughened glass. The product's key advantages over competitors when it comes to the particularities of Chinese cooking include its ability to deal with a wider diffusion of oil and smoke, its ease of cleaning, and its combination of function and form.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖

项目 PROJECT :

雅生布鲁克
Axor Bouroullec

公司 COMPANY :

汉斯格雅卫浴产品（上海）有限公司
Hansgrohe Sanitary Products (Shanghai) Co., Ltd.



雅生布鲁克系列是可以自由发挥您的个性化设计愿望的产品系列。超过70件浴室产品——从龙头到配件、从面盆到浴缸——您能够按照您的意愿自由地组合，实现一个完全符合您要求的个性化浴室空间。单独的龙头元件可以放置在面盆上方或周围的不同位置，完全按照您的审美喜好和使用偏好布置。集成在面盆中的置物架可以为您提供不同的功能。您还可以获得放置个人物品的更多空间。法国设计师罗南和埃尔文·布鲁克兄弟让您自行决定如何使用您的产品。“随心所欲地组合”，这不仅是雅生布鲁克系列产品的设计理念，也是在邀请您设计出最个性化的浴室。

The Axor Bouroullec bathroom collection comprises more than 70 individual products that adapt to you and your needs, giving you the freedom to design the best bathroom solution for you. It's a matter of more individuality; of shaping your life in line with your own, personal visions. Integrated shelves on the wash basin, bath tub and exposed installation faucets provide room for the faucet and personal utensils. The designers Ronan and Erwan Bouroullec let you decide what to do with your objects. The Axor Bouroullec collection is about allowing people to design their own personal bathrooms, precisely tailored to their specific environment, customs and personal style.



MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



先锋 (Avantar) 概念超级跑车

上海世科嘉车辆技术研发有限公司
SICAR Vehicle Technology Development Co.,Ltd.



汽车是“舶来品”，中国还没有形成自己的汽车文化，所以在汽车设计中彻底体现东方美学、中国元素是一件相当困难的事情。但是世科嘉设计师们在东方美学的各个领域展开深入研究，最终以“中国书法”为设计主题，很好地将东方美学融入到超级跑车的设计当中，创造了这款概念车。

公司于四年前开始“SX-705”概念车项目，将“速度、绿色——中国”定位为概念主题。首席设计师王昊的设计很好地表现了中国人“不疾而速”的古老观点，在车身姿态和曲面的处理上也充分体现了中国书法“形断而神不断”高超境界。

2011年4月上海汽车博物馆的发布会上，“先锋”概念车被很多媒体评价为“中国自主设计的最好的概念车”。

In China, car culture is still in its early stages, with designers still getting a handle on how to incorporate oriental aesthetic factors into their products. However, SICAR's designers have succeeded in bringing Eastern concepts to the Avantar, focusing on Chinese calligraphy as a design motif.

The Avantar was presented to the public on April 16th, 2011 at the Shanghai Auto Museum. After the conference, many publications named Avantar the best concept car in the domestic Chinese market.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



项目 PROJECT :

语竹 系列餐椅
Bamboo Chair

公司 COMPANY :

西玛设计工程（香港）有限公司 设计师：郦波
CIMAX DESIGN ENGINEERING (HONGKONG) LIMITED Designer : Li Bo



中国家具每年用掉的树木种在一起相当于10个香港的面积，语竹的设计团队希望尝试改变上述的局面。他们相信，利用可速生的低碳的材料取代木材来设计家具也许是一种切实的行之有效的办法。

语竹系列家具设计全部本着原创的精神来设计开发，它们并不是一件概念产品，而是可以马上量产的低碳家具产品。它是时尚的，适用的，是能够为大众所接受的全新设计。语竹系列餐椅采用特殊工艺加工，极具低碳价值，采用100%的实心竹料结合东方的漆彩和布艺，造型时尚简约，让我们看到现代东西方文化的精彩演绎和完美的融合，亦能切身体验到低碳生活的美好。

Chinese furniture production uses an area of forestry ten times the size of Hong Kong each year. This design aims to reduce the use of wood in Chinese furniture production by offering an alternative to wood - with a reproducible low carbon material.

All the furniture in our Yuzhu series is designed and developed to be low carbon products that can be produced on a large scale immediately. Their designs are also in line with modern tastes.

The series of drawing room furniture uses 100% solid bamboo with colors and fabrics working together with Chinese elements to combine utility with aesthetic appeal.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖

项目 PROJECT :

沙丘
Dune

公司 COMPANY :

Roosegaard 工作室
Daan Roosegaarde



艺术家兼设计师Daan Roosegaarde（1979）与众不同的艺术作品反映了建筑、人类和技术之间的动态关系。他的设计作品如“景观沙丘”和“亲密”，采用触觉高技术环境，观众与空间合为一体。在意识与技术之间建立的这种连接形成了Roosegaard所称的技术诗篇。2009年，Roosegaard荣膺荷兰设计大奖。他是泰特现代艺术馆、东京国家博物馆、伦敦维多利亚和艾伯特博物馆以及鹿特丹和香港的各公共空间展览的焦点人物。

Artist and designer Daan Roosegaarde's remarkable works of art function as a documentation of the dynamic relationship between architecture, people, and technology. His designs, such as 'Dune' and 'Intimacy,' are tactile high-tech environments in which viewer and space become one. This connection, established between ideology and technology, results in what Roosegaarde calls techno-poetry. In 2009, Roosegaarde won the Dutch Design Award. He has been the focus of exhibitions at the Tate Modern, the National Museum in Tokyo, the Victoria and Albert Museum in London, and various public spaces in Rotterdam and Hong Kong. 'Dune' is a public interactive landscape that interacts with human behavior. This hybrid of nature and technology is composed of large amounts of fibers that brighten according to the sounds and motion of passing visitors. Its most recent version is filled with hundreds of interactive lights and sounds. 'Dune' investigates nature in a futuristic relation with urban space through sight, movement and interaction.



MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



上海玻璃博物馆 – 展览展示设计及艺术指导
Shanghai Museum of Glass – Museum Planning & Art Direction

考迪迅（上海）建筑设计咨询有限公司
COORDINATION ASIA Architecture Design Consulting Co Ltd



上海玻璃博物馆所代表的不仅仅是上海这座城市的文化风景，同时也是中国这座不断重建和再生的金融之都中一个令人激动的里程碑。

在玻博对玻璃的美以及玻璃无限的潜力所表现出的十足热情的引领下，考迪迅（上海）建筑设计咨询有限公司设计了一个集启发灵感，教育知识，激发好奇心的展览空间。协调亚洲能在着眼于展览场地本身的潜能上更好地提出设计理念，而不仅仅是为了玻璃本身来设计展柜。也正因此如此，一个可以迎合各种宴会背景布置要求的设备完善的挑空楼层，特定的投影空间等，都能为诸如公司报告会等活动提供意想不到的舒适环境。

通过其独一无二的收藏及展示，上海玻璃博物馆通过其触手可及的热情为这座城市设立了一个新的先例。并由协调亚洲完美地呈现在了大家眼前。

Shanghai Museum of Glass represents not only a welcome addition to the city's cultural scene, but also an exciting milestone in the relentless renewal and regeneration of the Chinese mainland's financial capital.

Coordination Asia were approached by Zhang Lin, the museum's CEO, and, guided by his sheer passion for the beauty and almost limitless potential of glass, created a showcase that inspires, educates and intrigues. Coordination Asia were able to advise on the venue's potential beyond a showcase for glass alone. Thus, a well-appointed mezzanine doubles as a spectacular backdrop for events of all kind, whilst a dedicated screening space provides an unexpected setting for corporate presentations.

Globally significant thanks to its unique collection and approach, Shanghai Museum of Glass sets a new precedent for the city through its palpable passion, beautifully expressed by Coordination Asia.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



小笔电X101系列
ASUS Eee PC X101 series Netbook

华硕电脑股份有限公司
Asustek Computer Inc.



Eee PC X101即是针对消费者的需求所创造出的最佳产品，极致轻薄+体贴人的合理售价=日常随身高行动效能。它所营造的不只是可时时刻刻随身携带的优雅品味，更体现出产品在极大限制条件下，设计团队为使用者营造最佳购买与使用经验的挑战。

设计团队更为使用者提供绝佳的贴心感受：

1.特殊塑料射出工艺的经典手感创新。2.完美与雅致的曲线设计。3.全机身经典纹路包裹。4.一体式键盘结构提供扎实绝佳操作感受。5.直觉的电池退换经验。

外观上的极致轻薄，给予消费者完美的机动性，随时随地都可享受信息的实时性。设计团队以人为本的同理心，使得Eee PC X101不仅是顾客外出携带的一台办公机器，还成为消费者生活的一部分，独特品味的展现，创造出全新的使用体验，成为生活与时尚的必需品。

The Eee PC X101 transfers empathy for consumers into design. Through different research methods, the design team came up with a perfect formula for consumer acceptance. An exceptionally slim profile combined with an incredibly affordable price has resulted in a product that is suited to high daily mobility. With careful attention to detail, the Eee PC X101 creates emotional value while providing a genuinely pleasurable user experience. The flowing curves and compact framework correlates with contemporary life styles and economic trends, while maintaining a timeless elegance and classic beauty that exudes style.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



香港德意志银行
Deutsche Bank Hong Kong by HASSELL

铿晓设计咨询有限公司
HASSELL



香港德意志银行将其香港岛总部搬迁至新落成的西九龙环球贸易广场(ICC)，成为香港最受瞩目及最先进的地标建筑。

此项目延续了德意志银行对于环境可持续发展所做出的承诺，达到LEED-CI黄金级别绿色建筑标准。可持续发展主要特点之一在于建筑的中央楼梯，它的设计不仅提倡在上下楼时使用楼梯而非电梯，并考虑到共同使用更多耗能设施的情况。在空间设计中将自然采光覆盖到最大范围以降低人工采光的使用。同时通过采用含低挥发性有机化学物的材料，在每个商务休闲空间和办公空间内种植了植物以优化室内空气的质量。



When Deutsche Bank relocated its head office from Hong Kong Island to the new International Commerce Centre (ICC) in Kowloon, the bank seized the opportunity to create an innovative new workplace that would demonstrate its strength, innovation and ambition in the region while nurturing its people and culture.

In line with Deutsche Bank's global commitment to environmental sustainability, the project was designed for and achieved LEED-CI Gold accreditation. One of the key environmentally-sustainable features is the central staircase, which promotes walking between floors rather than the use of elevators, and allows for greater shared use of energy-consuming facilities. The space planning to maximize natural light also minimizes the use of artificial lighting while materials using low VOCs and planting within each business lounge and general office space enhance indoor air quality.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



八马品牌整合 形象、包装及销售空间设计
BAMA TEA Brand Integration: CI, packaging & shop design

靳与刘设计
Kan and Lau Design



八马茶业的新形象围绕“商政礼节茶”的品牌定位，将具有马鞍形态的“八”的符号融入仪马形象找到中国马文化、礼文化与品牌的结合。

“尔礼系列”选用原生态的材质，水松木为载体，既体现产品的古朴和厚重感，也能满足普洱的通风存放要求；以光绪年间金瓜贡茶为原型的金属锭，是整个包装的点睛之笔。

铁观音硬朗似“铁”，柔和似“观音”，观音韵，性中庸。八马铁观音高端系列，靳与刘为其命名为“观想”，“观其形，想其意”。“观想系列”包装透过叶片和涟漪的交融，流露出“一花一世界，一叶一菩提”的禅意；再结合瓷、木、锡的材质，彰显出产品的气质与尊贵；锡的硬朗、瓷的柔和、木的灵性，用不同的质感，抒写八马铁观音“刚柔并济”的人生哲学。

“观想”、“尔礼”产品包装盒及店面执行大胆采用新材料，技术难度大，流程最复杂，靳与刘与其他合作伙伴配合开发，跟供应商一同解决了陶瓷“窑变”等技术难题。

BAMA TEA's new brand image designed by K&L keeps with its traditional brand value. The name 'Erli' was used for its high-end Pu'er tea, meaning 'precious regards' in Chinese. The 'Erli' series uses cork as the main packaging material, as the pattern of the wood fits the character of the product - simple but dignified - while the wood itself fulfills the ventilation requirements for storing Pu'er tea. For BAMA TEA's high-end Tieguanyin tea, K&L came up with the 'Guanxiang' brand, showing the charm of the product through different factors including concept, shape and material. The package is made of ceramics, wood and tin, a combination that shows the elegant and dignified character of the product.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



葫芦 保温杯
Gourd Thermo-mug

多样屋生活用品（上海）有限公司
Tayohya Daily Necessity Co., Ltd.



在物资不是很充裕的时候，中国农民将天然晒干的葫芦用来盛水和酒。在拥有一切的富足社会中，设计师姚蕾使用不锈钢重新诠释这个质朴的器皿，让人重新思考器皿的基本意义。

“葫芦”，一个350毫升的双层真空不锈钢保温杯，以葫芦形状重新演绎古时人们用以盛水的工具。“葫芦”保温杯从设计项目启动到整体设计结束，历时7个月。葫芦的形状使人眼前一亮。

In the past, farmers from China used dried gourds as a container for water and wine. Today, people acquire material desires too easily, losing their sense of attachment to ordinary objects. Designer Yao Lei breaks through this phenomenon by reinventing traditional objects using stainless steel to give new meaning to simple, rustic utensils and encourage reflection of the true meaning of basic function. The “Gourd” is a 350ml double- walled stainless steel thermo-mug. Yao Lei and the team from TAYOHYA Design Center spent seven months on development of a product that has been welcomed by consumers.

MOST SUCCESSFUL DESIGN AWARD / 最成功设计奖



哑光黑
Matte black

LG电子中国设计中心
(廉日琇、段飞、佟瑛、黎文芳、徐崇越、李励)

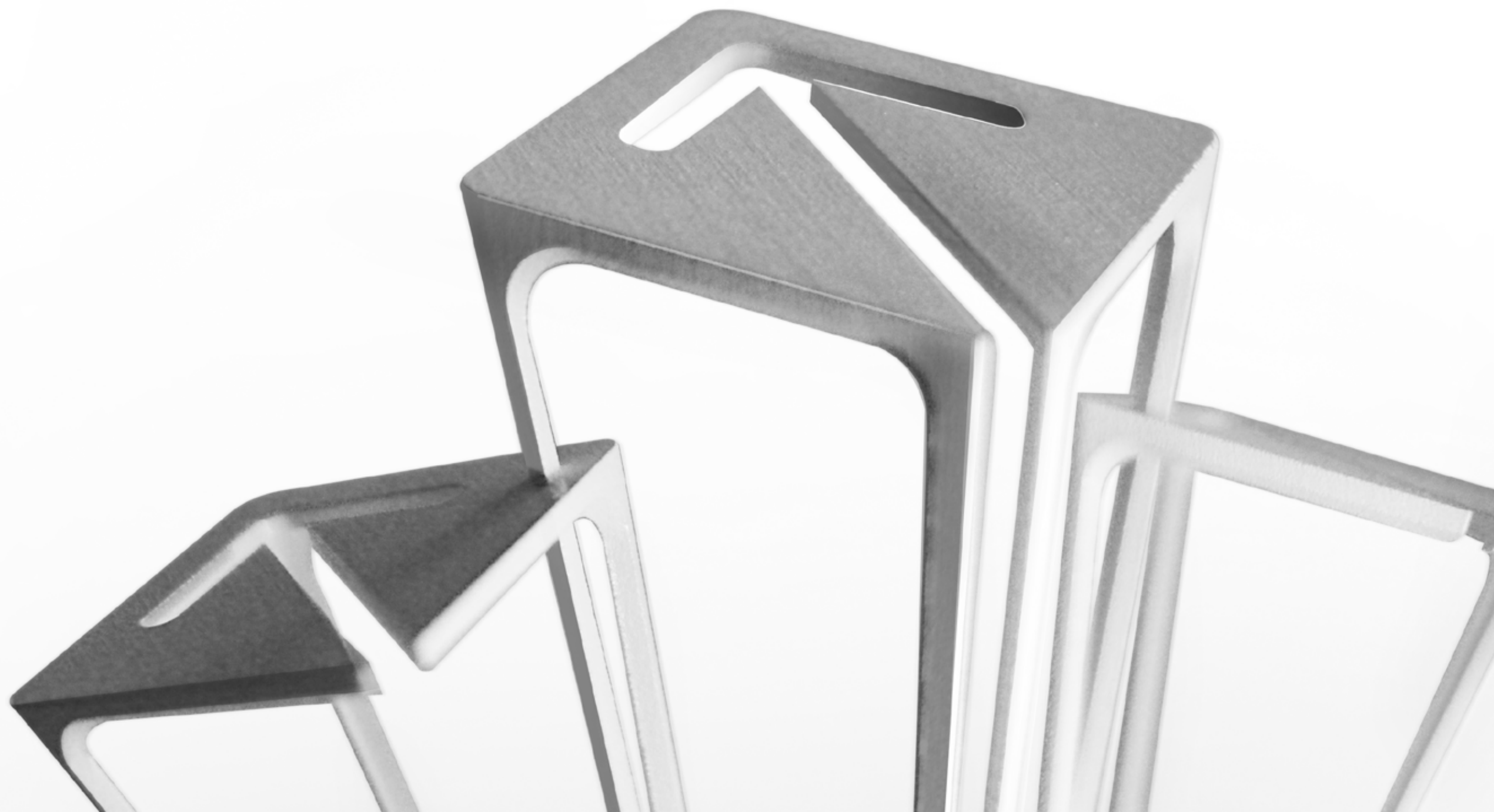


“哑光黑”是一款蓝牙耳机，面向那些低调、有品味的消费者。极简的外形，通过尽可能接近皮肤质地的表面触感，使耳机佩戴更舒适。隐藏的接听按键，更方便进行盲操作，减少驾驶时的安全隐患。小型太阳能充电盒，能方便收纳耳机，并且内置电池芯，随时随地提供紧急充电，节能环保。夹子形的蓝牙免提扬声器，适合没有蓝牙车载系统的人群，可以很方便地夹在驾驶室的遮阳板上，接听电话和音量调节旋钮合二为一，使人在驾车的时候，不用眼看，就能盲操作，方便了那些法律禁止在开车时使用手提电话的国家的消费者，提高驾驶安全。

This Bluetooth headset responds to the need for a low-key minimalist headset that is comfortable to wear and discreet. Available in three colors, it also has a small case that incorporates solar charging panels and built-in battery cells. It is also easily operated by drivers without requiring them to take their eyes off the road with an integrated call and volume control. It uses a minimal number of parts to achieve production cost targets.



成功设计奖 /
SUCCESSFUL DESIGN
AWARDS



SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : QUPID / 公司 COMPANY : ZTE CORPORATION



Cupid 是ZTE2010年的战略产品，专为3-10岁年龄段儿童设计，她作为一个专为儿童设计的人性化GPS装置，可以让儿童和家庭成员保持更密切的关系，手机上的蜂鸣器能在儿童发生危险时拉响警报，来避免儿童受到伤害。

为了更贴近日本的设计风格，我们以“无印良品”为审美参考，无印良品强调“无就是有”的概念，设计出来的产品少了一些浮华装饰，更多的是从设计功能本身出发，设计看似平淡，却始终遵循设计的基本法则，让人回味无穷。

Cupid贴心地为家长们设计了实时定位、实时呼叫、防干扰学习等功能；为儿童则准备了一键交流以及蜂鸣警报等功能。Cupid的生产采用高科技环保材料，手机的防水等级达到IPX5级防水标准，为手机的可靠性提供了强有力的保障。

Cupid, a strategic product of ZTE2010, is designed for children aged from three to 10. As a specially-humanized GPS device designed for children, it can help kids stay in close contact with family members, while a buzzer on the cell phone can sound an alert when a child distressed, and automatically notify parents of their GPS position. Taking heed of the Japanese idea that "nothing is something," the design pays more attention to function rather than needless adornment, leaving a great impression.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Philips Headband Headphone SHB9100 / 公司 COMPANY : Philips Design Stefano Marzano and design team



SHB9100是全新的中型蓝牙头戴式耳机，融合了无线技术的优点和“浮动式耳垫设计”的舒适性及出色的音质。其所采用的高质量材料可确保耳机的耐用性和舒适性。此外，浮动式耳垫在保持无缝/锥形设计的同时保证了使用时的舒适度。蓝牙技术让用户可以放心地聆听音乐、拨打电话，无需担心电线或电话干扰。

The SHB9100 is a new mid-sized Bluetooth headband that incorporates the benefits of wireless technology, the comfort of a “floating cushion design” and great sound quality. The application of quality materials ensures a solid built quality and comfortable fit. Additionally, the floating cushions ensure a great level of fit whilst maintaining a seamless/conic design. Bluetooth technology allows users to listen to music and talk on the phone without the hassle of wires or phone interaction.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 华硕易平板 TF101
公司 COMPANY : 华硕电脑股份有限公司
Asustek Computer Inc.



TF101不仅设计精巧、利落而富时尚感，更巧妙地整合了功能性与使用性。正面环绕显示区的金属框边，同时整合了扬声器的功能，使影音两种元素得以契合无间地融为一体，从而彰显本身出色的影音效果。而背面则运用了独特的立体花纹，丰富触感经验并提升抓握稳定度。此外，透过独特的基座设计，使用者在需要输入较多资料时，得以将触控操作的平板计算机与之结合，从而转变成有实体键盘的笔电模式使用，此模式不仅提供舒适的实体键盘输入界面，还带来16小时的电池续航力，而使用者只需要透过特殊设计的切换键，即可轻易地在休闲的平板模式和笔电模式间做自在切换。

The TF101 is ideal for users who enjoy watching and sharing digital content anywhere, and presents itself as a compact, sleek, and fashionable gadget that subtly combines functionality and usability into one. The speaker area on the metallic frame is well-integrated with the display area, emphasizing its superior audio and video quality. The back cover is crafted with a special pattern for better grip and tactile experience. In addition, the unique dock design provides users the option to turn their touch-controlled media pad into a laptop with a physical keyboard, while charging up the 16-hour capacity battery for extensive mobility. Users can easily switch between casual pad-mode and proper typing mode through the simple detachable structure design.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 华硕易平板 SL101
公司 COMPANY : 华硕电脑股份有限公司
Asustek Computer Inc.



目前用户在使用平板电脑时，虽具有直觉使用的便利性，但当使用虚拟键盘输入文字时，须小心地且一直注视着荧幕以减少失误。如此一来，当使用者需要快速且大量地输入文字或编辑文件时，虚拟键盘经常造成使用者的困扰。因此SL101运用独特的四连杆结构，以呈现平板电脑直觉操控与NB惯性使用经验的双重情景。为能使使用者迅速地切换不同的使用情景，特意将滑动结构设计于中央，运用铝合金一体成型工艺以维持在动作及使用上的整体流畅性，并达到整机配重的均衡性，以及降低内部空间的需求性，呈现均匀配重的目的，提供给使用者在任意方向握持时最佳的舒适性。

Even though tablets nowadays provide an intuitive and convenient user experience, but when it comes to large amount of text input, users need to carefully stare at the screen to avoid input errors. Therefore In order to satisfy the need of convenient two modes switching, SL101 mainly utilizes an intuitive sliding behavior. The four-bar-linkage hinge is employed instead of common sliding structure to overcome limitations for large sized and weight device. At the same time the hinge is designed in the center to balance weight and reduce space occupied. This provides the most comfort holding experience in any direction.SL101 takes advantage of the material characteristic of aluminum which provides unibody craftsmanship while maintaining sturdiness and a smooth sliding experience. Making use of this structure and composition provides SL101 the best outcome in both size and weight.

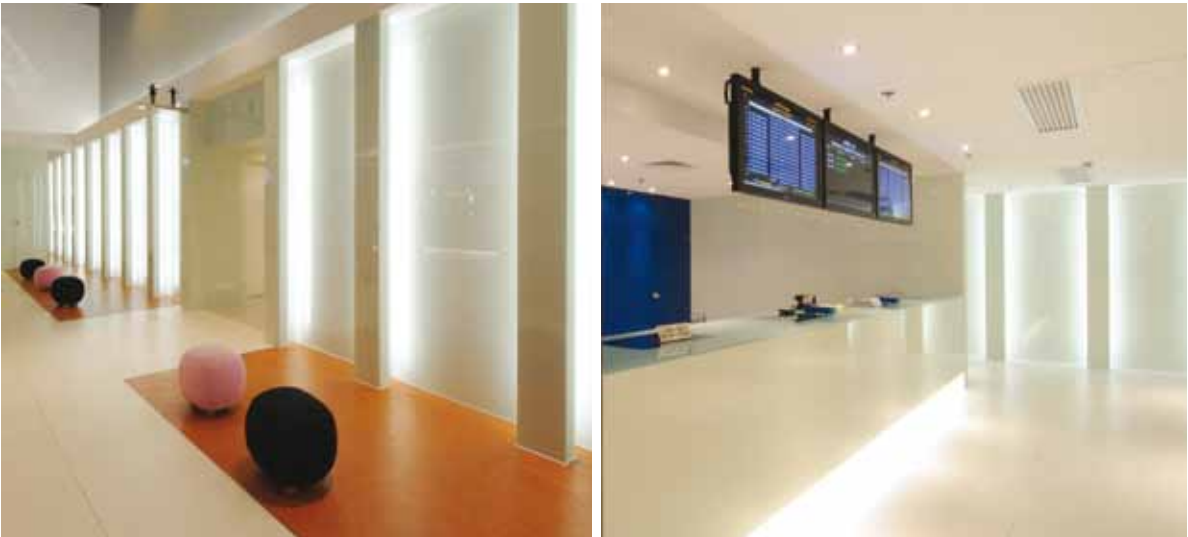
SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 嘉禾黄埔电影院
GH Whampoa Cinema

公司 COMPANY : DPWT Design Ltd



SUCCESSFUL DESIGN AWARD / 成功设计奖



香港有很多电影院位于CBD，嘉禾黄埔电影院的周边则以居民区和商场为主，因此，该电影院的全新定位是为周边的居民服务，在设计风格上不追求奢华，注重舒适。

嘉禾黄埔电影院是针对普通顾客设计的电影院，公共区域的设计以简洁为主，大量运用了钢化玻璃和反光灯槽，增加了亲和力。售票处是白色的柜台，底下有一圈发光灯带，整个售票处好似浮在半空中，如梦如幻。蓝色喷漆玻璃的背景墙，在灯光的映射下，清新自然。走廊处全部布置了发光的海报墙，比较醒目。等候区放置了许多不同色彩的小沙发，好似在白色的海洋里撒上了许多彩色的星星，让等候在此的顾客心情得以放松。卫生间的设计也别具一格。整个设计，白色是主题色，配以彩色的家具和配饰，简约而不失活泼，重视细节的处理。

Hong Kong has many cinemas, however, most are located in the CBD. As Whampoa is a residential area with a high population, this design is comfort-orientated, instead of offering a luxury style

An escalator delivers patrons to the neat, white ambiance and tempered glass of the first floor ticketing area, bathed in blue colors from the LED lighting system. The four wall-mounted screens show the latest movie trailers and seating information.

The foyer is a more playful area with cushions of different colors scattered for seating, and a candy bar providing a convenient place for the family to grab a snack before entering the movie hall.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
KEF Blade GP Acoustics International Limited



重新定义可能性——全球首创全域共点声源扬声器 Blade从开始时设计目标就只有一个：让高端音响的表现发挥到极致。它优越的声音完整性源于精心设计的元件组合，新型高性能驱动单元可在其超出频率范围时实现无分割振动与谐振，并且经过工程加固的箱体不会干扰音频输出纯度。即使您不是音乐发烧友，在欣赏您熟悉的旋律时，也能留意到高音更甜美，中音更细腻，或者干淨紧实的低音更加醇厚了。为了制造这款曲线优美的复杂箱体，设计团队采用了玻璃纤维强化复合材料。六只紧邻的驱动单元有效配置成全域共点声源扬声器，达到全频域驱动单元的效果，其不同寻常之处在于所有驱动单元都位于箱体的上半部分。驱动单元需要大量空气方能提供最佳表现，利用箱体的特别设计来管控内部空气是Blade的成功要素。

Redefining the possible, from the start the Blade, the world's first Single Apparent Source loudspeaker, was designed with one main objective: to extend the boundaries of what high-end audio can achieve. Its exceptional acoustic integrity derives from the combination of carefully-chosen components, new high-performance drivers designed to behave with no break-up or resonance over their required frequency range, and an inert cabinet engineered to never compromise the purity of their output. To produce this complex cabinet with its graceful curves, the design team used a glass-reinforced composite. Effectively, the six drivers are configured as a single apparent source performing like one full-range driver, with the unusual feature of having all the drivers located in the upper portion of the cabinet. The drivers require large volumes of air to reach their peak performance and managing these volumes with a carefully- controlled piece of cabinet design is the key success factor in the Blade.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
Philips HD camcorder Philips Design
CAM110BL Stefano Marzano and design team



高清摄像机CAM110BL是一款简单易用的视频摄像机，用户界面简单，带有内置USB接口。此款摄像机的设计理念为简单至上。先进的防抖技术可保证您的拍摄质量，让您总是可以自豪地分享视频。采用先进算法的陀螺仪传感器可保证视频稳定且不失真。传感器可测量地面至摄像机镜头的距离，并在摄像机抖动时进行必要的修正。这样可以确保每次拍摄图像的清晰度，让您通过美妙的视频捕捉生活中的精彩瞬间。提供双格式（高清格式和适用于电子邮件的格式），在电视上分享视频的速度最多可提高4倍。设计小巧、外形轻薄，可轻松随身携带。内置电池可方便地通过USB充电。

The CAM110BL is an easy-to-use movie camera with a very simple user interface and built-in USB. The camcorder is designed to be as simple as possible. The advanced anti-shake technology lets you take great videos that you will always be proud to share.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Robam-8000 / 公司 COMPANY : 杭州老板电器股份有限公司



SUCCESSFUL DESIGN AWARD / 成功设计奖



“本来无一物，何处惹尘埃”！
老板电器推出这款针对年轻人群的吸油烟机，面向年轻的消费者。这款产品沿袭ROBAM免拆洗技术。大胆的融合、新技术的加入与工艺的完善赢得了顾客的青睐。开发团队通过超薄风机技术将常规烟机暴露在外的主体隐藏于橱柜之内，免去了烟机外壳需要清洁的麻烦，真正“免清洗”，将油烟和油烟机都变不见了，让厨房洁净美观。

The orientation of the product is mid-end and, in order to improve brand effectiveness, ROBAM developed this hood with young people in mind. Not only in capability but also in appearance, this range is impeccable. It follows the “Non-disassembly and Wash Free A++” technology of ROBAM, to win the favor of customers. The use of a compact ventilation system enables the main body of the hood to be embedded inside the kitchen cabinet, eliminating the need to clean the exterior shell.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Philips Fidelio SoundSphere
Docking Speaker DS9800W

公司 COMPANY :
Philips Design
Stefano Marzano and design team



Fidelio多媒体扬声器DS9800W是一套完善的高保真音乐系统，专为原汁原味地表现iPhone、iPod和iPad音乐的完美品质而设计。如果您期待清晰而纯净的音乐，那么DS9800W将是您的最佳选择。它可以让您的音乐展现出非凡的音质。现在，您可以通过Apple的无线Airplay技术欣赏到清晰、优美且高质量的音乐。Fidelio多媒体扬声器的结构、手工制作的木质音箱以及声音曲线可以提高声音性能、凸显音质，所采用的高端设计可在您的房间中彰显时尚。此外，DS9800W操作简单，可为您带来更完美的用户体验。

The DS9800W is nothing less than a complete high-fidelity music system with the sole aim of delivering outstanding musical fidelity from your iPhone, iPod and iPad. For those who want precision and purity from their music, it lets you get the best-quality sound. If you appreciate clear sound, then DS9800W will be your best choice delivering outstanding sound quality. Now, you can use the technology of Apple wireless airplay to enjoy your favorite music. The structure of Fidelio multi-media speaker, handmade wooden speakers and sound curve vibes greatly increase the sound quality. The high technology design will exhibit fashionable taste in your room. Furthermore, DS9800W is easy to use and brings you the best user experience.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
YOHO Midtown 住客会所
YOHO Midtown Residential Clubhouse

公司 COMPANY :
壹正企划有限公司
One Plus Partnership Limited

罗灵杰先生及龙慧祺小姐
Mr. Ajax Law Ling Kit & Ms. Virginia Lung



由城市+公园(URBAN + PARK)这一概念所触发，整个住客会所是都市元素与园林特色的融合。这种印象以代表都市及自然的灰色系及绿色系表达出来，那长长地延伸的门廊结构覆盖着入口大堂和二十四小时休息室两个区域，纵然这结构外形方正、带有混凝土色调，却出其不意地构成了有机性的活动流向。其中在多功能宴会厅的天花上，倒竖着一整片以不同长度方柱状结构组成的城市景观，原来那是水晶及镜钢LED吊灯天花装饰的群组，藉以接触其下的群众。和上述的都市风情相对，会所其余范围则应用了自然主题。泳池更衣室是由众多圆滑有机状淋浴间组成的复合体，而墙壁上则有用马赛克砌成的雨状图案。两个私人派对室又各自用不同的自然主题作其外装。这些满载灵感的主意，均为回应会所的大自然主旨而存在。

Inspired by the idea of URBAN + PARK, the whole residential clubhouse is a mixture of elements from both the cityscape and park landscape. This is generally expressed by the clubhouse's color scheme of grey and green, representing the urban and the natural respectively. The extra-long portal structures cover both the entrance lobby and the 24-hour lounge, with angular forms and a concrete-color, yet in a pattern of organic movement. On the ceiling of the multifunction room, a massive set of a city skyline made of column structures of varying length hangs inverted, reaching towards the visitors below while serving as both light fittings and ceiling decoration. As a counterpoint to the urban-inspired ceiling, other areas of the clubhouse follow a nature theme. The changing rooms consist of booths with a smooth, organic appearance, and interior "rain mosaics." The two party rooms also follow nature-inspired themes.



SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
康新创意设计事业部上海北京办公室
edg Creatives Shanghai & Beijing Office

公司 COMPANY :
康新（中国）设计工程股份有限公司
edg (China) Corporation Ltd.



SUCCESSFUL DESIGN AWARD / 成功设计奖



康新（中国）设计工程股份有限公司在2010年决定在公司历史上树立一个新的里程碑——设计和建造自己的室内设计工作室，同时也成为中国室内设计行业蓬勃发展的一个绝佳例子。该项目包含计划获得2个LEED金牌和零碳排放办公室，并在“柔和光线，开放和连接性”概念的基础上，致力于创新和可持续发展设计。坚持创意自由的精神，每个办公室——上海和北京，都运用了不同的设计理念。

北京办公室运用了“保存”的设计理念，在上世纪的工厂遗址上精心地将自然，半透明，可循环和可再生的材料制作固定设施。同时，该项目还包含了一些其他独特的设计方式：利用打捞上来的木材制作室内的墙壁，而雨水收集设备用来浇灌原生植被。

上海办公室运用了“互动”的设计理念，把重点放在了具有教育意义的展示墙上。材料选择更关注室内装置的可回收和易恢复。同时，该项目还包含了一些其他独特的设计方式：麦秸板制作的置物架、用零售厂商的废弃物制作的羊毛隔音板等。

Determined to design and build its own interior design studio in 2010, edg (China) Corporation Ltd. set out to achieve yet another milestone in the history of the company, and serve as an example for China's booming interior design industry. The project consisted of plans for two LEED Gold and Carbon-Neutral offices based on the concept of “Light Open Connectedness,” with the aim of conveying the company's commitment to both creative and sustainable design. In the spirit of creative freedom, each office, one in Beijing and one in Shanghai, took a different approach.

The Beijing office took a “preservation” approach, choosing to use elements of its 1960's factory heritage as a source of workplace inspiration and a showcase for sustainable design. A balanced selection of natural, inorganic, recycled and reused materials as well as modular fixtures compliments the expansive interior and contrasts with the dark brick exterior. Some of the unique examples of this approach include the use of salvaged wood that was regionally-sourced to build interior walls, and the repositioning of rainwater pipes to support a micro-environment of native vegetation.

The Shanghai office took an “interaction” approach to focus attention on an educational display of the office's sustainable features and accomplishments. Materials were selected in a similar fashion as the Beijing office. Some of the unique examples of this approach include modular wheat board shelving units and wool acoustic insulation made from retail manufacturer waste.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
流行线 - 凤凰城天屿销售中心 Pop Line

公司 COMPANY :
西玛设计工程 (香港) 有限公司
CIMAX DESIGN ENGINEERING (HONGKONG) LIMITED

设计师: 郦波
Designer : Li Bo



这是一个被各种深浅不一、不断延伸交错的线条以及大大小小的三角和菱形几何块面包覆着的商业展示空间，那些在墙面、地面和天花上奔跑的条纹和色彩组合形成了极具活力且引人注目的图案，加上轻盈而精致、充满个性的设计单品，使得原本着色肃静单一的方正空间就此灵动起来。为这个地产销售空间带来多样的流行体验！这里更值得提出的是，这个看似全木架构的空间里其实采用的是近5000平米的仿木材料，没有使用一片真木的装饰。除了设计的商业目的之外，设计师亦希望通过这里告诉所有的买家，其实不用真木我们同样可以拥有一份时尚而美好的生活！

This is a business development space covered by various kinds of continuously extending and crisscrossing line structures. These have different shades and form some triangular and rhombic geometric blocks of differing size, with stripes on walls, floors and ceilings combining with different shades of color, forming dynamic and striking patterns. This works in concert with a relaxed, delicate and personalized design to create a diverse and vivid real estate sales space. While there seems to be nearly 5,000 sq.m of fully-wood structure, it is actually wood-imitation material, aiming to show we can have a classy and beautiful life without the use of any true wood.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :

互动时装之呼吸的衣
Interactive Breathing Dress

公司 COMPANY :

The Hong Kong Polytechnic University
Dr Crease Xia
Prof. Frankie Ng



“互动时装之呼吸的衣”能帮助穿着者从可视化的角度更深刻感受自身呼吸的过程。当穿上这件衣服时，它会随着穿着者的呼吸起伏发生光影上的变化，可让穿着者时刻关照自己的呼吸，从而更好地了解自己的当下的情绪起伏。此设计可应用于医学及心理学研究。



夏文璟博士于上海东华大学取得学士学位，为上海市优秀毕业生。后于香港理工大学分别取得服装设计硕士学位和互动服装设计学博士学位。



吴文正博士获皇家艺术学院博士衔，为全球首位服装设计学研习博士及联合国服装顾问。现任香港理工大学设计学副教授及设计博士后导师。

Dr Crease Xia received her BA from Donghua University and graduated as a Shanghai Outstanding Graduate. She further received her MA in fashion design and PhD in interactive fashion from The Hong Kong Polytechnic University.

Dr Frankie Ng received his MDes and PhD from the Royal College of Art, London, as the first in the world to have earned a practice-led PhD degree in fashion design. He was an United Nations Fashion Consultant, and now an Associate Professor at The HK PolyU, teaching and practising across various design disciplines and supervising doctoral design students.

‘Interactive Breathing Dress’ can help wearer feel and be aware of the self-breathing process deeply through visuals. When this dress is being put on, it detects the breathing of the wearer and changes the visual display along with her breathing wave, making the wearer take care of her respirations simultaneously, and thus allows the wearer to understand her real-time emotions. The design can be used for medical and psychological research.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :

Philips SHE9000 In-ear headphones

公司 COMPANY :

Philips Design
Stefano Marzano and design team



SHE9000耳塞式耳机采用独特的曲线形设计，易于握持、便于佩戴，即使在旅途中也很方便。此款耳机采用高品质金属外壳，可有效避免精确的声音在传输过程中出现振动，带来圆润的低音和清晰的中高音。通过劲低音气孔的空气运动，可高保真还原低沉、浑厚的低音。成角度的音管设计和完美贴合的耳塞可基本隔绝背景噪音，从而提供与低音量时一样的较高音质，为您带来惊喜，您也无需在喧闹的环境中调大音量，并且电池的使用寿命更长。

The SHE9000 In-ear Headphones have an easy grip and fit perfectly in the ear, even on the go. Housed in superior metal, these earphones are shielded from unnecessary vibration for accurate sound transmission, resulting in smooth bass response and clear mid-to-high range tones.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
CmStick/C 威步信息系统有限公司
WIBU-SYSTEMS AG



CmStick/C是世界上最小的基于智能卡的CodeMeter®加密狗，内部的核心为安全级别最高的“数字版权”技术。使用者可以用它保护软件、文档、多媒体版权，可以方便地在任何PC电脑、笔记本电脑、上网本或其他工业设备上使用。CmStick/C完全兼容所有CodeMeter加密狗，并提供超大的许可证存储空间、内部时钟和支持包括网络浮动许可证等灵活的许可证授权。

CmStick/C采用了最新的生产技术，所有的选材均为绿色环保材料，产品零部件更可做到分离回收。CmStick/C伸出USB接口的部分只有4毫米，采用ABS材料的塑料部件的边缘比USB金属连接器部分多出一个0.2毫米，这可以保证它在连接到笔记本或上网本时，不会带来任何损害双方的风险。并且通过透明外壳闪烁的两个不同颜色LED灯可以反应出它的使用状态。如果使用者希望能够把CmStick/C放在钥匙圈中，它可提供钥匙圈套和保护帽，更便于用户使用。

The CmStick/C is the world's smallest smart-card based CodeMeter® dongle. It stores digital rights with the highest level of security. Users benefit from mobile use of their software, documents or media, and ease of use on any PC, notebook, netbook or industrial device. The CmStick/C is fully compatible with all CodeMeter dongles and offers large memory, internal clock and support of flexible license models including network-floating licenses.

Materials used are environmentally friendly and parts can be separated for easy recycling. The CmStick/C sticks out only 4 mm from the USB interface. The plastic part with ABS material has the same outside dimensions than the metal part of the connector with a 0.2 mm edge to remove it easily from the PC. As a result, it can stay connected to a notebook or netbook without any risk of damage to either. User feedback is given via two colored LEDs shining through the transparent part of the case. Different case colors and customized laser engraving are available.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
HP ENVY 100 e-All-in-One Hewlett-Packard



HP ENVY 100是专门为重视高端设计并需随时从笔记本电脑或其他便携设施打印文件的专业人士。这款打印机在概念上与大多数打印机不同。在明确地构建了使用者的生活空间之后，ENVY 100可以让使用者们无需连接其他电脑设备即可快速打印。

HP ENVY 100小巧时尚，多合一的功能设计使其足以适应家庭中的任何角落，并提供最便捷的打印和网路连接。传统的多合一打印机通常体积庞大、需要与个人电脑连接而且摆放会造成不便。ENVY 100恰恰改善了这些缺点，使您的家庭打印和网络生活更加方便快捷。

The HP Envy 100 is designed for mobile professionals who value superior design and need immediate, convenient access to print from laptops and mobile devices. Unlike most printers, this product conceptually diverges from typical printing devices. Conceived and designed specifically to inhabit users' living spaces, the Envy 100 allows users to produce prints quickly, without connecting a separate computing device.

The HP Envy 100 is a small, stylish, "no compromises" all-in-one printer designed to fit anywhere in the home that provides the easiest way to access and print the most useful web content. Unlike traditional All-in-One printers that are bulky, tied to the PC and often in an inconvenient location, the HP Envy 100 is an attractive addition to the home offering the most convenient way to print documents, photos, and web content.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
Skyworth E98 深圳创维-RGB电子有限公司-创新设计中心



46E98是一款极具创新的产品，本产品的最大特点是突破传统的注塑工艺而采用金属型材折弯成型，大大提高了生产效率；外观上，产品机身更薄，边框更窄。底座的设计使得整个产品轻盈而时尚。另外，背板采用金属，可起到更好的散热和屏蔽辐射的作用。本产品设计风格符合主流趋势，简洁大气而又不乏科技感。大量采用金属材料，可提升品质并起到屏蔽辐射的作用。

The 46E86 is full of creativity. It differs from using the injection molding technique in its construction, instead opting for the metal section press roll method, greatly increasing production efficiency, and allowing a slimmer form factor. The base has a light and fashionable design. What's more, the metal back cover is better for heat dissipation and radiation shielding.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
上海国际金融中心百丽宫戏院 壹正企划有限公司 罗灵杰先生及龙慧祺小姐
Shanghai IFC Mall Palace Cinema One Plus Partnership Limited Mr. Ajax Law Ling Kit & Ms. Virginia Lung



百丽宫影院的设计意念来自“天空与白云”，它们予人自由、平和、无拘束的印象，并引发设计师无限的创作及许多天马行空的意念。为配合主题，白色被选作项目的主题色，同时亦反映出“光”这个对电影世界来说的重要元素。为配合白色主调及特显“白云”这个主题，影院大堂的墙壁以一片片云石砌出帘幕形状，营造出无穷的空间感，让人有如置身于天空中，眼前所看到的云石“白云”，让人深刻感受到“白云”那无特定形态、开扬广阔、无限想象的意境。而地下六角型的白色云石面上，有零碎三角形及菱形灰云石，营造了有层次的浮云境界。设计师选用了条子不锈钢镜面墙身，不仅增加了洗手间的空间感，更透过镜面材质反映出“光”与“影”的效果，与电影世界有着强烈的牵引。卖品部中央有几盏大型的圆形射灯，让人有如置身于片场当中的感觉，让观众更能投入于电影的世界当中。



This cinema is inspired by the sky and clouds. The sky symbolizes freedom and is illimitable in nature. Clouds are represented by white being selected as the main theme color, reflecting key elements such as the role of light in the movie world. The massive cloud-shaped marble features in the lobby, corridors, box-office, concession stand along with custom-made white cloud-shaped basins in the lavatories directly visualize the concept. The white hexagon and grey triangle marbles on the flooring are similar to floating clouds. The linear pattern of stainless steel in mirror finishes in the lavatories enhance the feeling of spaciousness and reflect the interplay of light and shadow in movie world. Adjustable ceiling lighting at snack counters imitate professional light fixtures in a movie studio, continuing the cinema theme.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Philips EnduraLED Par20 Lamp

公司 COMPANY :
Philips Design
Stefano Marzano and design team



Par20LED灯泡功率为7瓦，可替代50瓦Par20白炽灯泡。它是公司新推出的LED灯泡产品组合的一部分，将为消费者和专业应用市场建立一个更高效的标准。其色彩一致性和渐暗功能使该LED灯泡成为所有电气系统上白炽灯的完美替代品。

高品质的外观、柔软的触摸区和引擎无不展示出LED的技术效能。Par20LED让用户对产品有了全新的认识，因为该产品的寿命至少为20年。

The Par20 LED Lamp is a 7-Watt replacement for the incandescent Par20 50-Watt bulb. The color consistency and the capability to dim transforms this LED lamp into a full replacement of incandescent lamps on any electrical system.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Philips Notebook Pico Projector
CTN: PPX1630/CN

公司 COMPANY :
Philips Design
Stefano Marzano and design team



PPX1630/CN是一款便携式袖珍微型投影仪，设计精美，可用于多种输入和使用情况。可接收来自不同媒体的信号，包括个人电脑、智能电话、存储在 USB 记忆棒上的媒体、便携式摄像机、BDP/DVD播放器和其他媒体资源。一节内置电池方便您随时随地操控这台投影仪。您可使用配备的充电器进行充电，以延长投影仪的使用期限。集成在投影仪表面的键盘通过屏幕菜单为您提供直观的导航功能。整体外观柔和，占地面积最小（100mm x 100mm x32mm）。典雅的黑色钢琴光泽结合黑铬元素提高了外观精致的整体感。

The PPX1630/CN is a portable compact projector designed for multiple inputs and uses. It is able to receive signals from various sources, including PCs, smartphones, USB sticks, camcorders and BDP/DVD players among others. A built in battery allows operation anywhere at any time. A power charger is included for charging. An integrated keypad on the top surface provides intuitive navigation through the onscreen menu. The overall soft shape supports a minimal physical footprint (100mm x 100mm x 32mm). In combination with the elegant black gloss finishing, the dark chrome accent elements enhance the overall sophisticated look and feel.



SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Pecos / 公司 COMPANY : LG电子中国设计中心
设计师: 廉日琇、晁欣、林彦、叶菲梓



该产品属于中国移动定制产品：有机的曲线使产品更有亲和力的和独特性；圆润的形态与颜色的适当结合让产品的性格鲜明，更具有活力；通过设计的简化与局部细节及装饰件的配合使其更优雅，减少科技产品与人之间的距离感；通过外观的形态设计帮助产品更好地实现其功能性。

背部的斜度设计一方面在产品平放桌面时能对产品起到支撑作用，以防止在平放时speaker的出音被桌面阻挡，另一方面也让产品更贴合手部形态，增强单手操作的稳定感。无论横向还是竖向都能保证很好的操作性和舒适感。键盘的分区可有效减少误操作。

产品的设计小巧简洁，更具有亲和力，界面也针对常用的功能做了调整，使用更方便快速。有机的曲面设计很大程度上减少了该产品在放置情况下与桌面的接触面积，可大大的减少产品的磨损度，从而增加其寿命周期。

A customized product by China Mobile that realizes better functionality through exterior design. The back curve design is not just to prevent the speaker from being blocked when it lays on a flat surface, but is also shaped to the hand to enhance stability during single-handed operation. It maintains good operability and comfort during both horizontal and vertical operation, while the clear partitioning of the keyboard reduces input mistakes. Targeted consumers are primarily smartphone users, so the small and exquisite design is more attractive, and the interface design is also modified according to commonly-used functions for more convenient and rapid use. The curved surface design also reduces the product's connection area with the flat surface, increasing abrasion resistance and service life, and giving it a unique look and feel. The combination of a fruity shape and colors gives adds to the product's distinct character.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Fly 3D 眼镜 / 公司 COMPANY : LG电子中国设计中心
设计师: 廉日琇、晁欣、黎文芳



“Fly”3D眼镜，一改3D眼镜的厚重感和呆板形象，产品更轻盈，最大化地减轻了重量，达到上佳的佩戴感受。三维的形态设计，可改变佩戴者的情绪，让消费者获得独特的佩戴体验，促进观看3D电视的愉悦感。镜架与镜片成一定角度，镜架的曲线设计一方面完全贴合人体头部曲线，达到最舒适、稳定的状态，另一方面在配合常规近视眼镜时可以达到支撑和分散压力的作用，减少鼻梁中心的负重感。

无论躺着还是坐着，佩戴这款3D眼镜观看电视都同样清晰稳定。所有的组件都是独立的，可以单独拆分，当产品部件受损时，只需要更换受损零件，因此减少了浪费，更环保耐用。镜腿采用了拥有最好弹性和还原度的PR90材料，采用SF喷涂，使产品在佩戴时更舒适安全。独特的结构方式，金属圈线镜框与镜架稳定的结合让产品更轻、更可靠。

To improve on traditional 3-D TV glasses and their heavy and rigid, we aimed to make the product more light weight with a new design for a better wearing experience.

The curved frame is a perfect fit to the head, achieving the best in comfort. It can also be worn at the same time as conventional glasses without adding to the burden on the nose. All components are independent, and can be separately replaced in case of damage. This also reduces waste and increases the longevity of the product.

The glasses use the best materials and finishing to ensure comfort, safety and stability.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Philips Fidelio Docking Speaker DS8800W

公司 COMPANY :
Philips Design
Stefano Marzano and design team



如果您期待清晰而纯净的音乐，那么新款DS8800W将是您的最佳选择。它可以让您的 iPhone、iPod 和 iPad 中的音乐展现出非凡的音质。现在，您可以通过 Apple 的无线 Airplay 技术欣赏到清晰、优美且高质量的音乐。

Fidelio多媒体扬声器的结构可以提高声音性能、凸显音质，所采用的高端设计可在您的房间中彰显时尚。此外，DS8800W 操作简单，可为您带来更完美的用户体验。

The S8800W offers best-quality sound from the iPhone, iPod and iPad. Enjoy detailed, refined and high-quality sound via Apple's Wireless Airplay technology. Its architecture enhances sound performance and sound quality, while the premium design will look stylish in your living room. Simplicity of use enhances the experience.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
STARLIT LEARNING CENTRE

公司 COMPANY :
THE XSS LTD



The Starlit Learning Centre is empowering the referencing of form and space through setting up the layout to fit various programs by applying the Ancient Rome City Planning. The interiors façade was comprised of various materials, patterns and colors which inspired by the scenery of New York Central Park. Designer has strategically transforms a one-meter huge column into a focal point as concepts, programs, functions, activities and zonings. Circular design is the core of The Ancient Rome City Planning with famous landmarks is linked up by round plazas and other circular objects along major pathway.

Starlit Learning Centre为一所通过表演艺术培养孩子表达能力的教育中心。运用古罗马城市规划的设计理念，旨在为孩子打造轻松宽敞的学习环境，并从纽约中央公园的设计中汲取灵感，体现城市公园的休闲理念。设计师巧妙地运用位于大堂中央的庞大圆柱为中心点，延伸至南北翼的课堂，形成紧密连接的平面布局，使不同的活动区域产生互动的功能效益。



THE XSS 于2002年成立，多维文化的设计团队，创办人及设计总监Catherine Cheung热爱艺术与跨文化的背景，于美国修读建筑，其专业的触觉呈现于空间设计。2011年荣获Asia Pacific Property Awards 3个重要国际奖项，包括中国区最佳住宅设计 (5星)大奖、香港区最佳公用服务空间 (5星) 大奖及亚太区最佳公用服务空间设计大奖。

Established by Catherine Cheung in 2002, THE XSS is an extensive design house Catherine pursued her study in architecture in the USA. Such international exposure together with her living experience in Hong Kong made Catherine build up her cross-cultural design caliber. The in-born artistic talent, the enthusiasm in design and the multi-cultural background has ballasted her sense of identity, uniqueness and professionalism in THE XSS. At 2011 three main awards of Asia Pacific Property Awards have achieved including Best Residential 5-star (China), Best Public Sector 5-star (Hong Kong) and Best Public Sector (Asia Pacific).

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
BCD-450ZE9B / 合肥美菱股份有限公司



该产品为一款美菱四门对开冰箱，四门黄金比例对开设计，纯净钢化玻璃面板，采用多道工艺处理，防划、耐腐蚀、易清洁，没有丝毫多余设计，体现了欧洲的简约与风度。整体冰箱完美比例的超薄机身，不仅使搬运过程大为便捷轻松，也使得美菱冰箱轻松融入各式家居风格，与橱柜厨电等家居设施形成视觉和使用方式上的高度统一，彰显了亚洲的精巧与雅致。其独有的电脑智能控制系统，可自由关闭冷藏室和左冷冻室，随意享受不同的冰爽空间。 “中央门扣”专利技术，节省了冷藏室的中柱设计，扩大了冷藏空间，让冷藏空间一体化，使大体积的食品可以完整存放。

The product is a four off Meiling refrigerator, four off the golden ratio design, pure glass panel, multi-channel Process, scratch-resistant, corrosion-resistant, easy to clean, not the slightest extra design reflects the European simplicity and grace. The perfect proportion of ultra-thin body, not only the removal process much easier and convenient, but also makes it easy Meiling refrigerator into all kinds of home style, with kitchen cabinets and other household electrical facilities and use of visual form the high degree of unity, demonstrates the sophisticated and elegant in Asia. Its unique intelligent computer control system, free to turn off the freezer and left the freezer, free to enjoy different icy space. "The central door button" patent technology, save in the freezer of the design, expand the cold storage space for refrigerated space integration, so that you can complete a large volume of food storage.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
山顶大宅 / DANNY CHENG INTERIORS LTD



楼高七层的山顶大宅，配以时尚特别的内外造型，给人一种亲切的时尚感。全屋设计，无论由内到外均经过精心的布局，营造一个时尚之余含蓄地散发品位的山顶大宅。
大门口以镜钢天花、白玻璃等反光物料，除了能增强空间感外，还能给人一个时尚及有气派的第一印象。这间屋拥有先天的优点：下层偏厅的楼底特高，拥有充足的空间感，设计师为免偏厅令人感到大而无荡，所以特意以不同的物料及布局，增加室内的层次，凸显空间上的变化，例如有感觉更轻盈更纤薄的【龙骨楼梯】把上层客饭厅与偏厅间的间隔墙打掉，让上下二厅能互相望通，使视觉上更为宽阔及增加不同空间的沟通，余下的墙身部分改为黑色，就像画上了个【7】字，刻意分割二厅之余亦带一点型格。

This seven-storey mansion possesses a modern and exceptional internal and external outlook, offering a gracious, modern sensibility. The design of the entire building, both outward and inward, is under the meticulous planning of the designer, aiming to create a modern mansion which, in an implicit way, generates its own unique style.
The front door is made with reflective materials such as Mirror finish stain steel ceiling and white glass. While enhancing the spaciousness, it also produces a first impression of grandness and fashion.
The house possesses an innate advantage – the internal height of the sitting room on the lower floor is extraordinarily great, so that there is sufficient spaciousness. To avoid the feeling of hugeness and emptiness, the sitting room is especially designed with various materials and layout, enhancing the sense of layer inside the house while also highlights the spatial variation. For instance, there is a “dragon-bone liked” staircase which offers a fine and light feeling; the wall between the living and dining room and the sitting room on the upper floor is removed so that one’s line of vision can run through both rooms at the same time, creating a wider space visually and enhance the connection among various space. Besides, part of the remaining wall is painted black which look like having a number ‘7’ drawn on it, making it stylish while also serve to separate the two rooms.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
陶比浴室龙头系列
Toobi Faucet Series

公司 COMPANY :
科勒（中国）投资有限公司
Kohler China Investment Co., Ltd



当时尚风潮与古韵竹律相交融的那一刻，现代浴室被赋予了崭新的定义：Toobi其外形设计灵感来自于意境悠渊的古朴林园和灵气十足的竹枝。将林园的池塘月色和竹林的有礼有节充分体现到Toobi的每一线，每一边。绿色、黑色和白色的融合，“步移景异，曲径悠然”，心旷神怡。

独特的竹子造型设计，带来自然的享受，纤细的外形设计，提供绿色、白色两种颜色的出水口色套配件，节约空间，满足个性化的需求。完整的全系列产品，提供全面的卫浴解决方案，铸铜本体，陶瓷阀芯，优良材质，经久耐用，抛光镀铬表面，强力耐腐蚀。

瀑布式的出水方式，加入科勒亲氧科技，舒适地享受自然般的沐浴体验。凸显高尚的浴室品味，彰显你不凡的人生境界。

A fusion of pop culture and Asian-inspired sensibilities, the Toobi™ faucet collectionre-imagines water delivery for the modern bathroom. The design draws inspiration from the playful exuberance of pop and the simplicity of ancient Japanese gardens. Throughout the collection, curvaceousforms contrast with crisp, polished edges. Each component – lavatory faucet, bath faucet and handshower – a new original. Toobi allows you to personalize your bathroom with three spout detail options in green, black and white.The Toobi faucet collection.

Give your home some pop.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
奥睿浴室龙头系列
Airfoil Faucet Series

公司 COMPANY :
科勒（中国）投资有限公司
Kohler China Investment Co., Ltd



奥睿浴室龙头系列注重使用体验。不同于“管”状水流，薄薄的片状水瀑，包围住你的手。水流和产品融为一体，好似龙头的延伸。

统一流畅的弧面使整个产品感觉非常纯净。但就是在这样朴素的外形下，隐藏着复杂紧密的水流输送系统，以保证这瀑布状的水帘。在手持花洒中，加入了空气技术，水珠包着空气一同出来，让使用者用更少的水得到更舒适的体验。整个产品系列的造型语意统一。通过外观与功能的完美结合，给整个浴室带来平静舒缓的气氛。

奥睿的设计理念来自“禅”，一种中国哲学。它表达出一种与自然的和谐，平和的气氛与冥想。我们关注于一种体验，宽阔的水流好似山间瀑布。极简的设计让产品本身逐渐消失，水变成了主角，带来宁静祥和的使用体验。

Airfoil was created with the user experience in mind. It delivers a thin clear sheet of water that envelops your hands instead a ‘tube’-shaped flow. The water seems to naturally come out of the product, almost as a extension of it– water and faucet seemingly forming a whole.

The curved, integrated and smooth shape of the product itself remains very pure and balanced, but this simplicity conceals a complex and sophisticated water delivery system. A thorough and careful engineering effort went into creating a sheet flow engine that allows the water to fall as a clear “curtain” for a long distance. And the hand shower sprays air together with water to provide more comfortable experience with less water. The form language is consistently carried throughout the entire family of products. Form and function are combined to create a peaceful, relaxing atmosphere in the bathroom.

The design inspiration behind Airfoil is “Chan”- a Chinese philosophy expressing a very peaceful, meditative feeling coming from a communion with nature. We focused on the experience - a wide, clear water flow for the faucet, like spring water flowing smoothly through stones, and a summer rain in the mountains for the shower. The purity of the design makes the product itself almost disappear, so the water can be the “hero,” and leaves the experience of water undisturbed. The products show the spirit of Chinese culture.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
EXPERIDesign
RUNNING WEAR

公司 COMPANY :
Textile Bioengineering Research Center of The Hong Kong Polytechnic University,
The Hong Kong Research Institute of Textiles and Apparel
(香港理工大学粤港国际纺织生物工程联合研究中心、香港纺织及成衣研发中心)

Team leader : Prof. Li Yi
Team member : Yao Lei, Sun Shu, Zhou Jinyun, Hu Junyan, Wang Yongjin, Cao Xuyong, Jiao Jiao, Lau Kawai

EXPERIDesign



SUCCESSFUL DESIGN AWARD / 成功设计奖



本跑步服设计根据人体在不同环境条件下跑步时，生理和运动医学方面的需求出发，并从热学、生物力学以及伤害预防等多角度进行分析及设计。基于对人体各区域热量分布和生物力学特性的研究，本设计结合了制衣工程技术（如动态图样设计、面料的局部功能及其特性指纹技术及先进的无缝制衣技术等）做出了以下功能性设计：热功能管理、生物力学保护，及伤害预防。产品已通过物理特性测试以及人体穿着实验评估，结果显示其具有很好的热性能，对下肢形成良好保护，及能有效降低主要发力肌肉的疲劳度。除此之外，美学艺术元素如色彩、形状、纹理以及比例亦很好地被融合入产品的功能性设计中。本产品系列体现了时尚、艺术、科技以及技术的完美结合。

The running wear is designed oriented from the physiological and medical requirements during running in different environment conditions, which concern the thermal and biomechanical physiology requirements and injury prevention. Based on study of human body regional thermal and biomechanical characters, the running wear developing applied local functional design in thermal management, biomechanical supporting and injury protection integrated clothing engineering technologies such as dynamic pattern design, localized fabric function with fabric properties fingerprint technology and advanced seamless garment fabrication technology. The performance of the design has been evaluated by testing physical properties and conducting human subject wear trials. The running wear presented has characteristics of good thermal management, body compression, protection in low limb and fatigue reduction of main loading muscles. Meanwhile, Aesthetic art elements such as color, form, texture and proportion have been considered and integrated with the functional design. The outcomes of the collection illustrated the fusion of fashion, art, technology and science.

SUCCESSFUL DESIGN AWARD / 成功设计奖



本设计团队隶属于香港理工大学纺织生物工程研究中心-服装生物功能设计室。我们得到粤港政府，香港纺织及成衣研发中心和业界包括中国内地，香港及跨国公司的顶力支持，形成一个由工业-大学-研究机构组成的产学研联盟，进行高附加值产品设计创新和功能服装及生物医学纺织品的开发。

Portraits of the design team:
This design team comes from the Functional Design Studio of Textile Bioengineering Research Center, the Hong Kong Polytechnic University. With the strong support from Guangdong-Hong Kong governments, HKRITA and industry, we form an innovation union to promote industry-university collaborations in design and development of novel high-value added functional textiles and apparel.

粤港国际纺织生物工程联合研究中心
香港理工大学纺织制衣学系
高性能运动服设计团队
团队领导: 李翼教授, 团队成员: 姚磊, 孙舒, 周金云, 胡军岩, 王永进, 曹旭勇, 焦姣, 刘家伟, 郭月萍, 林颖蕾, 吕如, 陈红, 巢黄, 罗洁, 廖晓, 林桑桑



Textile Bioengineering Research Center,
Institute of Textiles and Clothing, The Hong Kong Polytechnic University
High performance sportswear design team
Team leader: Prof. Li Yi, Team member: Yao Lei, Sun Shu, Zhou Jinyun, Hu Junyan , Wang Yongjin, Cao Xuyong, Jiao Jiao, Lau Kawai, Guo Yueping, Lin Yinglei, Lv Ru, Chen Hong, Chao Huang, Luo Jie, Liao Xiao, Suki



香港纺织及成衣研发中心
香港纺织及成衣研发中心由香港特别行政区政府创新科技署拨款及香港理工大学承办，致力提供一站式的应用科研、技术转移及科研成果商品化服务。研发中心积极与业界、科研机构合作，全年均公开接受香港机构申请进行研发项目。研发中心现有逾十项研发进入商品化阶段，得奖项目EXPERIDesign Running Wear是我们的商品化项目「高性能运动服设计」的一项研发单元，欢迎香港及海外业界申请有关这些项目的专利许可。

The Hong Kong Research Institute of Textiles and Apparel (HKRITA)
Funded by the Innovation and Technology Commission of the HKSAR Government and hosted by The Hong Kong Polytechnic University, HKRITA provides a one-stop service for applied research, technology transfer and commercialisation to benefit the textiles and apparel industry. HKRITA joins hands with the industry and research institutions to promote R&D. We welcome applications for research funding throughout the year. Deliverables of more than ten of our projects are now ready for commercialisation. The awarded innovation “EXPERIDesign Running Wear” is an item of our commercialised project “High Performance Sportswear and Devices”. Licensing applications for these deliverables are welcome.



SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
RPM Associates Limited

公司 COMPANY :
RPM Associates Limited



思纬市场资讯有限公司是一家全球规模的市场调研公司，通过市场调研过程中的洞察和发现来帮助客户品牌，使客户产品变得更加具有竞争力，他们的口号是“全球最具求知欲人士所带来的全球市场情报”。首先在空间布置方面，我们先将部分空间采用开放式天花，而会议室等房间则采用吊顶式的天花，考虑到客户工作私密性，这样一种交错式的布置，用以增加了室内的空间感；而近10000平方尺的平面上的诸多柱子——我们就地取材，在每个柱子的位置做了一些造型，其中前台的柱子更是成为整个大堂的焦点。其次在色彩方面，我们以客户公司标志的颜色——橙色与黄色作为贯穿整个设计的主色调，再配合海蓝、翠绿、米白这三种颜色的渗入，使整个空间在视觉与观感上充满了阳光、温暖、清爽的味道，又不失活力。用料方面，尽量以轻盈的材质来将公司整体的空间变大，米白色的文化石略显凹凸的表面营造出一种内敛而又务实的氛围，配上客户公司那充满活力的标志充分体现了客户企业的内涵。

Synovate Limited is a global market research firm that generates insights to help clients drive competitive brand, product and customer experience strategies by providing global market intelligence from the world's most curious people.
First, the overall space covers an area of almost 10,000 sq.ft, and integrated a lot of pillars that could not be demolished. In addition, such old buildings of this type generally have lower ceilings, prompting us to partially adopt an open ceiling aesthetic. Regarding the pillars, we simply left them as they were, albeit with new modeling.
In terms of color, we used orange and yellow, the colors of the company's logo, as the main color combined with sea blue, jade green and beige. This gave a sunny, warm, fresh and energetic atmosphere. We used light materials to make the overall space seem bigger. The background wall is designed with a stone carving overlay rather than some expensive materials, and gives a reserved and pragmatic impression with its slightly uneven surface, fully embodying the company along with its dynamic logo.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Robam-8216 / 公司 COMPANY : 杭州老板电器股份有限公司



SUCCESSFUL DESIGN AWARD / 成功设计奖



本产品是结合平板式烟机的纤薄与深腔式烟机的劲吸能力的跨界产品，“双劲芯”风机创新360°立体进风风道，螺旋吸风，17m3的超大风量，满足中国人喜欢爆炒的饮食习惯。不锈钢无缝内腔设计，没有卫生死角，轻松解决油烟困扰。科技感的滑动触控（TOUCH&SLIDE）体验，时尚漩涡图形会随着6档风量而智能变换。更有智能联控功能，配套的灶具启动时烟机会随之自动启动。产品定位为高端，老板电器为提高自己的品牌效益，推出了这款针对追求高品质生活人群的吸油烟机。此款吸油烟机不论是性能上还是外观上都是无可挑剔的，并沿袭了ROBAM免拆洗技术。大胆的融合，新技术的加入与工艺的完善赢得了顾客的青睐。

ROBAM 8216 is an innovative crossover design that combines the slimness of flat style hoods with the absorbing capacity of deep-cavity hoods. The dual-core absorber technology delivers a high ventilation rate of 17 cubic meters, which perfectly satisfies the demands of Chinese cooking. The touch-and-slide screen brings new levels of visual excitement to users through its iconic interface graphics. Additionally, its intelligent features enable the hood to automatically switch on or off in accordance with the gas hob. The product's orientation is high-end in both appearance and capability. Meanwhile, it follows the “Non-disassembly and Wash Free A++” technology of ROBAM, meaning the workmanship wins the favor of customers.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
美丽华酒店办公室 DPWT Design Ltd
The Mira Office



SUCCESSFUL DESIGN AWARD / 成功设计奖



美丽华酒店工作区办公室是一个搬迁重生的计划，位置酒店地下二层。该项目旨在通过设计展示充满活力和生气的酒店气氛，并突出其活泼的现代形象。会议室从墙壁到天花板以大自然概念——森林出现。灯光的处理非常突出，营造出充满戏剧性的效果：用柔和和白色光线从树枝形缝隙散射出来，衬托墙上隆起的树枝形装饰。柔软和天然材料如混杂多种绿色色调的地毯亦在这里体现。充满视觉趣味的不规则形状白色墙与镜子蔓延整个研讨室。凹凸不平的洞穴，它不仅贯穿整个空间，还形成了私人领域。Mind Lab是员工能够经常相会的中心地带。DPWT还采用了另一个大自然概念——海洋，有写作和分隔功能的蓝色波浪形半透明玻璃面板、水母形状的吊灯与随意摆放的座位，鼓励工作人员之间的沟通融合。

The Mira Back of House Office occupies part of the basement level of The Mira Hotel. The original office, on another level, was outdated and dilapidated. This relocation project aims to display the energetic and dynamic atmosphere of the department by redesigning the office to highlight its lively, modern image.

The conference room emerges like a forest from the wall to ceiling. A superb approach to illumination gives the space its dramatic edge, with soft white lighting diffusing from tree branches, and natural materials like the carpet of various green hues.

The addition to the irregular-form white walls of mirrors adds visual interest. The Mind Lab is a central core area where people can meet and chat. The ocean concept includes blue waves of translucent glass for writing and partitioning, jellyfish-shaped lights and loose seating. Short, spontaneous meetings among colleagues can be held here in a relaxed and inviting environment.

Spaces include individual, group, and open-scheme areas allowing work together in a variety of methods and in flexible configurations. Colors are employed to project a vivid ambiance in the workspace, in which vibrant, warm tones such as orange, yellow, and lime enhance the spatial quality and create a high-energy feel.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
香港理工大学校徽广场天幕

公司 COMPANY :
何周礼建筑设计事务所
BARRIE HO Architecture Interiors Ltd.

香港理工大学校园发展处
The Hong Kong Polytechnic University Campus
Development Office



位于理大校园中心地带的标志广场上，是许多学生和教学人员参与校园活动的地方。

邻近创新楼，此次项目为BHA与ZAHA HADID ARCHITECTS(扎哈哈迪德建筑事务所)的第二次对话。贯穿整个理工大学校园，是相当一致的红砖模块设计理念。我们的天幕与创新楼只有50米之隔。当创新楼以其流线另类形态、以对比的形式融合于现存的校园内，我们的天幕则故意采用正方尖角和直线几何形，与对比上再作对比。

天幕有两层隐喻。天幕就像一棵有机的树，结构就是它的枝桠，支撑以有机几何秩序组合而成的玻璃天幕。于自然环境的比喻下，玻璃天篷自然就是天空。在这大前题下，天幕运用了不同深浅蓝色的玻璃来覆盖，创造出一个几乎隐形的天幕。

Located at the Heart of the PolyU campus, the Logo Square performs as the central point of numerous campus activities for both students and teaching staff, and is the second dialogue between our work and that of Zaha Hadid Architects (ZHA).

The design philosophy core to the whole PolyU campus has consistently involved red brick modules. While ZHA's Innovation Tower blends in with the existing campus via contrast with its fluid form, our Skynet, at 50 meters from the tower, deliberately takes an orthogonal and angular form in a variety of sizes to contrast with their provocative blend-in strategy.

Skynet embodies two metaphors. Its form is a metaphor for an organic tree, with the structural supports branching out to support the glass canopy; while the glass canopy is the sky, with glass of different hues of blue creating a Skynet that is almost invisible.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Landscape in Bustling City

公司 COMPANY :
COMODO Interior & Furniture Design Co. Ltd.



设计师将新办公室打造成“城市中的山峦景象”，提供既自然又舒适的工作环境。根据空间布局，设计师修饰了“山峦”的形态，使其形态美观与实用兼备。设计师运用环保木材及木色打造空间，加上玻璃间隔和大量自然光线，突显以山峦为设计概念的布局和装修，令办公室如置身于都市中的大自然。从大门开始，山峦的形态由两旁一直伸延，形成平台、墙身间隔及工作桌，最终至末端相连，营造出清新而丰富的视觉效果。

工作室采用开放式的布局，除了充分利用自然日光，提升空间的明亮感和温暖感外，同时让员工一面享受日光一面自在地工作，提升创作灵感与工作效率。会议室的落地玻璃设计，适度地与工作区划分，也令整个办公室一览无遗。办公室内拥有数个休闲的角落，摆放了沙发和茶几，供人舒适地洽谈公事或在紧张的会后小歇片刻，增添自然舒适的感觉。

The designer transformed his new studio into a “natural landscape in the bustling city.” The form of the landscape was fine-tuned with the change of layout, and finalized in terms of the best artistic and practical needs. The designer used wooden material and light wood coloring to contrast with the tall and compact buildings surrounding. The landscape goes with the space arrangement, with two sides forming the platform, partitions and work desks, and connected as a whole at the end side.

The work area is open-planned with natural light streaming through the windows making the room bright and warm. Glass partitions clearly section off the conference room but still keep the plan open. A few leisure areas, some with sofas and coffee tables, are located at corners of the studio.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
上环孖沙街尚圈

公司 COMPANY :
何周礼建筑设计事务所
BARRIE HO Architecture Interiors Ltd.

远东发展有限公司
Far East Consortium International Ltd.



上环孖沙街一带给人的印象往往充斥着海味店、布行、大排档。其实，这区在不知不觉间已在蜕变，成为时尚品味的地域。尚圈精品酒店的落成，亦标志着这个变迁。

尚圈位处于孖沙街及苏杭街交界的街角，楼高25层，相比周遭较矮的大厦，酒店亦因地势关系顿时成为该区地标。建筑设计重新介绍及演绎出基础建筑元素，配以基本颜色——黑、白、灰。15米高的平台，外观如一粒大骰子；作为酒店“声色艺”的部分，地面除了主入口及大堂外，亦将设有主题咖啡厅。入口巧妙地侧放于孖沙街，令环顾地面的两边外立面都可以腾空实在的架构，改以落地大玻璃作外墙。配以适当的灯光，营造欢闹型格气氛，将地段打造成像苏豪区那样的吃喝玩乐区域，新旧交错中成为孖沙街的一个亮点。

Located at Mercer Street, a hip zone in close proximity to SOHO at the outer skirts of Central, the tower between Mercer Street and Jervois Street is now visible on the Hong Kong Island skyline facing Victoria Harbour. It reintroduces and reinterprets fundamental architectural elements with the coordination of the most basic of colors - black, white and grey. The ground floor accommodates the lobby entrance that opens into the café lounge. Amenities are situated across four levels of the podium, accommodating restaurants, a gymnasium and business centers, while a boutique swimming pool creates a hip oasis in a compact site.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Marina Cove

公司 COMPANY :
Millimeter Interior Design Limited



客人的要求非常简单：屋子内设有车房、泳池及专业影音室。

了解客人的期望后，设计师与其协定整体的设计方向：善用室外天然环境与室内融合，并根据屋子原有的建筑结构及特征，利用多样化的几何、比例及线条重新打造其里外造型。

此栋3800平方尺的独立屋共有六层，每层的设计各具特色。整栋建筑的设计变化多端，但仍然依循整体的设计概念，予人一气呵成之感。低层划分为玄关位及车房，设计师特别设计7尺柚木大门用以平衡整栋屋子的外型。地下是客厅，全高的趟折玻璃门打开后可把无边际泳池及海景与室内融为一体。

Trusting the designer at heart, the customer simply put forward several basic requirements: having a garage, a swimming pool and a professional studio.

Based on these expectations, the designer came up with an overall design strategy: integrating the outdoor scenery with the interior of the house based on its original architectural structure and utilizing various geometric principles to renew both the exterior and interior.

This six-storey detached house has a total area of 3,800 sq.ft. While the design of each floor varies, the whole follows a unique design notion and possesses a sense of harmony. The lower ground is separated into a hallway and a garage, and a seven-foot teakwood door balances the appearance of the house. On the ground floor, where the living room is located, a full-height sliding and folding glass door is installed and, when fully opened, the unbounded swimming pool and sea view outside is integrated with the interior, creating an incredible unity.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 华硕电脑股份有限公司
ASUS 2011 N5 系列笔记型电脑 Asustek Computer Inc.



真实是传达纯净五感的中心，这是比视觉更重要的感知上的提升。新一代的N系列多媒体笔电精细平整的工艺设计呈现顶级的质量；屏幕光亮的金属边框散发出原材质的凛冽，在用户翻开机器的同时传达精炼的高级质感；整洁洗炼的接口减轻了视觉上的负担。音乐将透过笔电惊人的音效加上专属外接低音和B&O ICEpower技术呈现最原始清纯的声音。

我们以精简的几何形体创造简约、易携带的造型。金属原材质成为表现精工质量的关键；除了发丝纹路、镜面处理、蚀刻和阳极，我们采用铝挤加上折弯以达到金属屏幕边框的完整性。在硬件接口上我们尝试不同的排列，找出让用户在享受影音但不受视觉干扰的情况下表现出高质感的细节。笔电本身的音效提升搭配外接低音让声音更加清澈、真实，电子和软件接口也经过调整，让用户以最直觉的方式切换使用模式。最后我们将这完美的经验收敛于一个轻便好携带的体积内。

This design places authenticity as a core value in order to deliver pure sensations. It is not just about achieving something that was never seen before, but more importantly, something that was never felt. The polished aluminum frame of the brand new N series notebooks encases the harmonious layout within, which allows the user to enjoy unmediated use without disturbance. The soft but controlled curve of the palm resting area welcomes the user. With the dedicated external woofer and B&O ICEpower technology, the new N series authentically reproduces sound and music.

In collaboration with Danish design team David Lewis Designers, the instrument is shaped in a pure form crafted with exquisite detail that touches users' senses in a graceful way. In order to keep a neat and premium look with good mobility, we studied forms of simple geometric shapes that allow users to carry the machine around easily. Raw materials with complicated treatments are used to emphasize the genuine and precise quality. Besides polishing, brushed hairlines, etching and anodizing, we introduced metal extrusion with bending processes to create a continuous ring on the LCD edge. For the best user experience, we tried out many different hardware layouts to find the best composition for a unique interface that makes for the least distraction while watching a video or listening to music.

The electronic and software interface was carefully worked through to ensure a smooth transition. Lastly, we packed all these great features into a nice portable size.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
CARROT Carrot Home Technology Pte Limited



CARROT重新厘定奢华居住新基准。全新智能型家居自动化系统，让您无论安坐家中还是扬帆出海，只需使用iPad、iPhone、黑莓或Android系统电话等智能移动装置，即可轻松操控每个角落。通过遥控器或使用个人智能移动装置下载應用程式，即可以无线方式调教家中灯光明暗、闪烁模式以及房间温度。其多种预设程式，给您意想不到的智能体验。您可根据实际需要自定无线操控组合。例如，在家中只需轻按一下预设模式，即可获得影院式的享受——银幕徐徐升起，灯光逐渐暗淡，家庭娱乐系统同时启动……而这一切都配合得天衣无缝。CARROT结合科技和创意，缔造智能家居新世代。CARROT智能系统主要由四部分组成：Maestro、触屏式屏幕、遥控器和设计优雅的开关闭合，其中以Maestro为整个智能系统的核心。CARROT以“揉合”为设计理念，寓意着工学与美学的完美结合。

CARROT delivers a new definition of prestige to luxury residences. This intelligent home automation system offers home and yacht owners complete and convenient control of their ambient environment, using any smart device such as an iPad, iPhone, Blackberry or Android phone. Home owners can dim the lights, control the blinds or adjust the room's temperature wirelessly and with ease, simply by downloading an application on their personal smart device, or via the remote. With programmable presets, a wide variety of functions can be linked and called up wirelessly according to the occasion. For instance, home owners can enjoy a cinematic experience as, at the touch of a button, curtains close, lights dim and the home entertainment system switches on. The system consists of four parts, our centerpiece Maestro, a touch screen panel, remote controllers and a set of elegant design switches. Maestro is a well-built console with intelligent control of the entire system.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
格兰富预制泵站
Grundfos' Prefabricated Pumping Station

公司 COMPANY :
格兰富中国
Grundfos China



格兰富预制泵站（PPS）是一种地埋式污水自动化收集与提升系统，泵站主体由井筒、潜水泵、提升链、管道、阀门、液位传感器、控制系统和通风系统等部件组成，并提供运输、安装指导、调试和售后服务。格兰富预制泵站有四种不同结构形式可供选择。模块化集成式泵站，模块化湿井泵站，带维修间的湿井泵站或者完全定制的综合泵站。预制泵站的优势：交钥匙工程，无人值守，远程监控，高质量，快速安装，环境友好，无泄漏。格兰富预制泵站致力于服务源水取水、污水、雨水、工业废水输送等多个领域，迄今格兰富预制泵站已经遍布世界各地，为各地居民提供服务。格兰富提供从设计、生产、运输、安装指导、调试和质量担保的全过程服务。泵站自动化程度高，可进行现场状态监测和远程控制，真正实现了泵站无故障、免维护运行，节约成本，真正的不可破坏。

GRUNDFOS ' Prefabricated Pumping Station (PPS) is buried sewage collection and enhance the system automation, consisting of tank, pumps, lifting chain, pipe work, valves, level sensors, control system and vent system etc. GRUNDFOS will also take the responsibility of transportation, installation supervision, commissioning and after service. There are 4 modules for prefabricated pumping station including model Integra pumping station, model wet well PS, wet well PS with service cabin and fully customized pumping stations. Main advantages of PPS: Turn-key project, unattended operation, remote control, high quality, fast installation, environmental friendly, no leakage.

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GRUNDFOS will give the support from design, manufacture, transportation, installation to commissioning, and will guarantee the quality in the whole process. The prefabricated pumping station is running automatically with a series of sensors. And can be controlled remotely by computer or mobile phone, cost cutting, virtually indestructible.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
香港九龙城松林精品住宅

公司 COMPANY :
何周礼建筑设计事务所
BARRIE HO Architecture Interiors Ltd.

国际集团
International Group

大富控股有限公司
Tai Fu Holdings Limited



建筑诗人眼中的九龙城是一个幼嫩的森林，有着无限的成长生机。而建筑的灵感正是来自这意象的启发，锐意在这无限生机的森林里画出一棵茁壮成长的大树，这就是全港首创最高的意象木建筑，屹立于九龙城狮子石道。同时，这棵大树是对九龙城未来繁荣的一种祝福。

建筑以“木”元素带出气质，在意象上选取以“木”为元素的建材，包括外墙砖块、地台砖块及裙楼外墙等，从建筑的外形、外墙、以至室内大堂，住宅单位里的选料都带出“木”的气质，形成建筑内外一致的效果。

再加上Zebrano刚中带柔的喻意，带出一棵树向上成长结果的动力。对比鲜明的颜色和向上的刚劲纹路，有着斑马在森林原野奔驰的干劲外，更突显出“木”的个性，亦显露出具当代感及时尚品味的气息。

In the eyes of an architect poet, Kowloon City is a young forest embodying boundless potential. Inspired by this imagery of a robust tree taking root and growing in a lively forest, the first wood-inspired architecture at Lion Rock Road, Kowloon City was so designed.

The special selection of wooden exterior tiles on tower, podium, floor tiles, etc, together orchestrate the rich imagery of a wooden architecture growing discreetly in the lush forest. From the form and the exterior of the architecture, all the way to the interior lobby, a unified design approach has been adopted with the use of wooden elements to exude a holistic atmosphere of the refined.

The choice of wood has been meticulously chosen to articulate the chic imagery of wooden architecture. There could not be a more fitting choice than Zebrano, with its vertical stripes expressing the propelling dynamism of growth and fruiting.

The wood of Zebrano is durable yet elegant in style. The stark contrast of colors between the stripes and the robust dashing of tree lines is almost an expression of the zebra's robust motion through the woods. Zebrano effuses the character of wood and is exemplary of contemporary stylishness.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
美丽奇缘 Andy Tong Interiors Ltd.
The Beautiful Edges



SUCCESSFUL DESIGN AWARD / 成功设计奖



为在香港的一个大商场营造一个华丽高雅的圣诞装饰，设计师巧妙地将钻石与银河融合起来作为整个装饰的设计概念。

并且为了使这个商场显得与众不同，成为圣诞节的地标，设计师特意塑造一颗6米高、14米宽的巨型钻石作为标志性装饰，外观是由不同镜子合并而成，特显钻石的独特切割手法。除此以外，一棵配衬着过百种具钻石形态饰物的8米高圣诞树更置于巨型钻石上，增强整体圣诞气氛。设计师在整个装饰上特别利用大量的镜子以增强视觉效果，除了在巨型钻石的表面处理外，钻石内竟然是另一个由镜子反射出的奇幻世界。这种如钻石闪耀的效果，结合着宏伟，华丽而浪漫的圣诞节气氛，弥漫于整个商场。

To create gorgeous and luxury Christmas environment at one of the main shopping mall in Hong Kong, the concept blending of diamond and the milky way will be incorporated into the festive design.

To become an iconic Christmas decoration compared to other shopping mall, a giant three-dimensional diamond with 6 meters high and 14 meters wide is built. To enhance the Christmas atmosphere, an over 8 meters high Christmas tree is built on the top of the giant diamond. Over hundred ornaments for Christmas tree are specially designed in different diamond style to incorporate with the theme. Inside the giant diamond, firstly, the shopper will be shocked the magical tunnel, which is formed by over ten thousands of hanging chains on the ceiling to create the Milky Way environment. Along the magical tunnel, shoppers are able to see inside the heart room – Christmas Forest through the one-way mirrors since the heart-room is surrounded by the tunnel. he heart room is formed 8 pcs one-way mirrors. The Christmas Forest environment is created by the reflection of the mirror which 8 pcs Christmas trees are placed randomly inside the room. Under a classic chandelier, a 1.8 meters high diamond is built for photo-spot purpose. Together with twelve-constellation floor pattern which is formed by 3000pcs LED pores, a romantic, joyful and “bling bling” Christmas atmosphere is created.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：全钢豆浆机
公司 COMPANY：浙江苏泊尔股份有限公司



不锈钢内胆 健康好洗



大块果蔬搅打 美味又省心



环绕立体加热 精细研磨



全钢机头 不染色 更健康



双层不锈钢



太极动力水磨技术 精细研磨

豆浆机产品存在的最大问题就是难于清洗，该款豆浆机的设计团队在进行了大量的消费者洞察及技术应用之后，研发出双层不锈钢产品，内部圆弧底设计，打造全新一代“内外都易清洗”的豆浆机。香槟金色、不锈钢拉丝配合小弧度曲线，体现极致的品质感和尊贵感；聚能环绕立体加热，细细熬煮；弧面平滑杯底，无糊底、易清洗；全钢机头下盖，不染色、更健康；太极动力水磨技术，精细研磨；智能精煮程序，精控文武火。

Its golden Champagne color, stainless steel material and elegant curves give the SMM its air of quality and luxury. Soya milk can be heated more meticulously with the new-shaped surround heating system, while thanks to the double stainless steel layer, it's more hygienic and easier to clean.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：公司 COMPANY：
科大永和 / 国广一叶何华武设计事务所



空间设计是一种源自于生活的设计，办公空间也不例外。我们在空间设计中保留原结构的形态，采用低碳环保的材料进行局部的围合与封闭。在色彩的选择上，黑白元素的运用，让风格简约而不简单。在空间的规划上，注重人性化设计，功能分区流动性强，巧妙运用几何形元素对墙面进行装饰，强调后现代办公环境彰显空间的质朴感让工作的氛围发生转变。在固定的建筑外框下，力求让办公场所的环境更为轻松，不拘泥于传统形式。对此特别为办公空间做出了区域的横向分割，用简洁的色彩将地面与墙面衔接在一起，同时结合当下流行的设计手法来增加同事间的亲切感。空间功能得到了最好的诠释，该企业从员工放松自我的空间到高管严肃会议空间，在功能使用性呈现最佳的状态。让整个空间中“动”“静”皆宜，达到业主最初的设计期望，也赋予了设计最原始的意义。

Space design is a design derived from life, and office space is no exception. We retain the original design of the space structure in the form and the use of low-carbon materials for partial and full enclosures. The use of black and white elements makes for a simple, but not over-simple, style. In space planning, human-oriented design and functional mobility is strong, with clever use of geometric elements on the walls for decoration, emphasizing the post-modern office environment. The space allows for relaxed and more serious meetings.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：公司 COMPANY：
新界独立屋 / DANNY CHENG INTERIORS LTD



设计师重新规划了这间楼高两层的小型独立屋，把室内外的空间及环境合二为一，巧妙地增强视觉效果及提升空间感，制造了一个简洁舒适和宁静的家。大门以玻璃制造，加上旁边的玻璃墙，增加全屋的透光感，融合室内外的环境。大门及后花园门设有一级地台，它除了用作隐藏水池外，还伸延入屋内，把室内外环境结合，像把前后花园收纳为屋内其中一部分，有增加空间感的功效。地台下以灯效凸显地台高度，增加层次感。前后花园互设有水池，有首尾呼应之效；水池以黑玻璃制作，仿如一面镜子：反映天空的景色之余，水中楼梯的倒影像把楼梯延长了，增加虚拟的空间感。设计师特别以深色斑马木纹身墙来凸出纯白色的悬浮楼梯，以及伸延到二楼的主房，贯穿上下层，增强不同空间的沟通。后花园延续全屋简约的风格，以简单的水泥枱配以Chair One座椅、围墙两边的简单植物作点缀，营造一个简洁舒服的后花园，是屋主享受早餐的好地方。

This small-scale two-storey detached house is entirely restructured. By uniting the space and the environment inside and outside the house, the designer skillfully enhances its visual effect and spaciousness, creating a simple, comfortable and quite home. A glass front door, together with the glass wall, greatly enhances the overall light penetration, while at the same time integrating the inside and outside environment. There is a one-step platform both at the front door and the backyard door. Except for hiding the pool, the platform helps to unite the outside and inside environment. When it stretches into the house, it makes both the front courtyard and the backyard look like part of the house, enhancing the apparent space. There is a light trough under the platform, which highlights the height of the platform and increasing the sense of depth. Both the front courtyard and the backyard have a pool, echoing each other. Made with black glass, the pool reflects the sky. A deep-colored wall with fine-grain Zebra wood is especially designed to highlight the pure white suspended staircase, which stretches to the master bedroom on the second floor. Continuing the simple design, the working table of both the half-wall and the kitchen is also made with casa grey marble tiles, which unites with the ground.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
湾仔骆克道
香港各界妇女联合会
郭得胜服务中心

公司 COMPANY :
何周礼建筑设计事务所
BARRIE HO Architecture Interiors Ltd.

香港妇协郭得胜服务中心
HONG KONG FEDERATION OF WOMEN
T.S. KWOK SERVICE CENTRE



将行车天桥下的空地建筑作为实用空间，未尝不是一个选择。位于湾仔及铜锣湾的坚拿道天桥正是一个例子，空间下活动众多，其中一个用途便是香港各界妇女联合协进会的总部。

新总部连同郭得胜服务中心，建筑横跨70米、占地9,500平方呎。这座单层建筑包罗各种设施：除了行政办公区域外，多功能活动厅、演讲厅、展览廊、训练室、计算机室、资源室等一一齐备，于未来更方便妇协为其会员及大众市民开拓及举办更多活动。这座桥底下的新建筑，以强烈的空间感及透视感作为设计的主线，利用玻璃外墙扩大视角、引进阳光之余，亦将妇协鲜明开放的形象于建筑上展现出来。事实上，中心亦于日常运作上实行高透明度，设有公众通道开放让行人使用。位于湾仔及铜锣湾的坚拿道天桥穿越整个湾仔区，途经之处都是繁华闹市，有各样商铺及民居。灵活活化弃置空间，不但美化城区，亦将从前分隔了的城市脉络重新连接起来。这次项目的规模之大，在同类中实属罕见，更成功地为香港展示了弃置空间的多样性，为香港提供了一个地道适切的空间方案。

Leftover areas under flyovers are viable options for extending available space. Often deemed inhospitable, the Canal Road flyover in Wanchai and Causeway Bay carves out architectural space for different purposes, one of them being the headquarters of the Hong Kong Federation of Women.

The new T.S. Kwok Service Centre, together with the adjacent existing headquarters spans approximately 70 meters occupying 9,500 sq.ft. across one single floor. The new architecture under the bridge harbors a variety of facilities. Apart from administrative areas, new additions include multifunction room, lecture hall, display gallery, training room, computer room and resources library, which open up possibilities for the Federation to organize and host more activities.

Designed to exemplify literal transparency, rather than reinforcing a "black box," glass was employed extensively. Natural lighting penetrating into the interiors is thus maximized. The Centre also exhibits a figurative transparency by allowing convenient public access.

Regenerating the leftover space under this bridge beautifies the area as much as it reconnects the urban fabric running on either side. Unprecedented in Hong Kong on such an extensive scale, this project has successfully demonstrated the flexibility and adaptability of leftover spaces, offering a model of spatial solution to Hong Kong.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
BUBIES Lingerie

公司 COMPANY :
PPLUSP DESIGNERS LIMITED



BUBIES Lingerie Ltd.为一所女性内衣专门店。以餐桌体验为设计概念，不同的内衣被化身成一道道精致的甜品。由橱窗开始，大型的展示柜尤如一份菜单，店铺内的“菜色”顿时一览无遗，带来视觉震撼的同时亦与主题互相呼应。

除了餐桌体验的意念外，顾客亦会发现店内挂满了鸟笼装饰，就连阁楼的更衣室亦如鸟笼一样，情景让人想起在鸟笼里花枝招展的孔雀，喻意内衣如鸟笼一样既可保护亦可以展现女性的优美身段，与品牌的理念同出一辙。

在构思不同创新意念的同时，设计亦不忘配合环保原则。本案全面采用LED反射灯，在节能同时亦打造了璀璨夺目的灯光效果。此外，灯光设计除了提供基本的照明作用，在营造店铺气氛亦占重要的席位。例如，透过将LED反射灯置于雀笼中央向外投射，当雀笼随风转动，雀笼的影子便会如走马灯般徐徐浮动，感觉尤如在森林里随风轻轻摇曳的树木。

In a nutshell, our vision for the first Bubies Lingerie Limited flagship store was that of a complete sensory experience that communicated class, sophistication and genuine excitement. Synthesizing bold design aspects, thoughtful green elements and mesmerizing aesthetic details, we created a symphony of a feminine fairy-tale aura with the bold sensual attraction of a Victoria's Secret fashion show. This is in line with our passionate belief in creating something daring, unconventional yet functional and conducive to business and consumer needs.

The design of the store was developed around two separate design concepts. The bird cage concept was a prominent focus since the initial stages of the collaboration process. The company identified their target market as office ladies. We developed an understanding that most office ladies desire to look and feel sexy. Though they modestly dress in conservative environments during work, they buy fine lingerie because they want to look and feel attractive. This shaped the central conception of the bird cage.

The buffet concept was integrated to draw parallels with the near infinite variety of culinary delights available at a top-notch buffet dinner with the extensive variety of lingerie available at Bubies. The placement of a vivid and classy buffet dining setting symbolized the availability at Bubies for lingerie for any preference, occasion and style.

The fusion of two separate design concepts (birdcage and fine dining) produced a delightfully different store, offering customers a shopping experience rather than mere housing of products. The result is an elegant, indulgent shopping experience involving pretty pink lush cushions and curtains juxtaposed against bold imposing bird cages. There is also a very strong deliberate attention to detail and elaborate settings were given to delicate feminine decorations of cupcakes, the elaborate glassware and fine porcelain. This offers an unusual yet refreshing association with lingerie.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 90 Stanley Main Street / 公司 COMPANY : THEO TEXTURE



该项目是对一座位于香港赤柱的老式住宅的底层入口以及大厅的重新设计。我们的设计策略是要赋予建筑入口一种型格酒店/公寓的感觉。由于大部分的业主都是在香港这座水泥丛林中工作，本项设计故而就以树影的模型为设计主旨，以此与城市环境形成对比。我们用不同的方式不断重复凸显这一主旨，比如入口的大门是一个金属的挖剪图像，而顶棚是用玻璃和钢材制成的，升降机大堂用的则是木料。

This project is to redesign the ground floor entrance and lobby of an old residential building at Stanley, Hong Kong. The strategy is to give a hip hotel/apartment feel to the entrance. As most of the residents work in the concrete jungle of the city of Hong Kong, this design is to use patterns of shadows of trees and branches as the motif, in contrast to the urban environment. This motif is repeated and expressed in multiple ways including the entrance gate, which is a metal cutout, the canopy, which is in glass and steel, and a wall of the lift lobby, which is in timber.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 小笔电1015PW 系列 / 公司 COMPANY : 华硕电脑股份有限公司
Asustek Computer Inc



这个系列想传达的是“使用地安心自在”。为了让小尺寸的netbook在手持时外观更像搭配高级定制服的手拿包，我们希望让布纹皱褶的纹理不仅表现于平面上，也展现在产品外观立体曲面上，让纹理平面上看的到也能触摸得到，并想办法用新的材质增加产品的触觉，让1015PW高级定制服的设计理念能够成功的导入大量生产的流程。我们先用3D模拟布纹的波浪状做成模型，再使用手工处理修改成手感舒适的触觉，用此模型去做逆向工程，来做成可以量产的model，为了增加产品的触觉，加入了rubber paint材质的喷涂以加强触觉的深度(Q度)，让Eee PC 1015PW有别其他电子产品，做出fashion的美丽与质感。

The EeePC 1015PW is inspired by haute couture with handmade folds and a smooth silky touch. It features a spanking new stylish look for fashionistas and utilizes a unique three-dimension curved surface design. Rather than the traditional flat outward appearance, the Asus Eee PC 1015PW has a new "wave design" which is an extension to the popular current seashell curved casing. We use the couture fold simulated 3D wave to create the mold, and then hand process the mold to a more comfortable touch. This mold is then used to create models for mass production. Rubber paint is also applied to enhance the depth of touch, so the Eee PC 1015PW can be distinguished from other electronic devices and stands out with its beauty and excellent quality. In order to make the small-size netbook look like a handbag for couture, we not only created the couture fold pattern on the flat surface, but also made it appear in three dimensions. Furthermore, new material is applied to enhance the touch of the product, so the couture design concept can be successfully implemented on the 1015PW for mass production.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：川流 茶具組
公司 COMPANY：多样屋生活用品（上海）有限公司



“川流”系列茶具组选用了白瓷，采用红和黑两色釉上工艺上色，以整齐简洁的直线条设计，适用于喜欢饮茶的人士。

设计的概念元素也就是点和线。经典的设计应拥有不易见的概念元素，但却又是人们的意识能感觉到的东西。“川流”的设计者罗毅希望突破一个被认为最困难及饱和的茶壶市场，去除一切浮华但在形状上获得突破，更能受广大消费者接受和喜爱。金属提把的设计简洁实用，配上直筒型壶身，外观大气稳重。直筒型壶身搭配内镶式壶盖设计是一种创新尝试，壶盖的内嵌和加厚处理让壶盖在自身重量的作用下与壶身紧密结合，尽量避免了壶盖掉落的机率，直通、低起的壶嘴处理使其在倾斜55°内就让茶水流空。

The “Endless Flow” Tea Set is red and black under a glaze decal on ceramics, and is suitable for all tea lovers. The dot and the line are the fundamental elements of the classic design. Designer Luo Yi aims to revolutionize a market that is considered by many as tough and saturated. The metal handle is succinct and practical, and fits well with the tube-shaped pot, giving a calm and steady look. The inlayed lid design is an innovation, as the extra-thick material creates a weight that can prevent the lid from dropping when serving, which is easily done with a 55 degree angle of pour.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：DVD Player
公司 COMPANY：Toshiba Corporation
Designer: Takeshi Suzuki



紧凑型DVD播放器，采用7英寸宽屏LED背光显示屏。除了播放DVD和CD的电影和音乐，支持内置插槽的SD记忆卡播放数码照片和音乐。型号SD-P75DTW也可以记录到SD卡的1SEG广播。

与之前的机型相比，主机的厚度变薄，使其在移动情况下更加易于携带，并且在室内空间也能充分展现其美丽的外观。设计师最大限度地减少了屏幕周围的要素，并让操作十分清楚易用。

A compact DVD player incorporating a widescreen 7-inch LED-backlit display. In addition to the playback of movies and music on DVD and CD, the unit supports the playback of digital photos and music on SD memory cards through a built-in slot. The SD-P75DTW can also record broadcasts to an SD card. It makes a stylish, refreshingly-simple design statement.

The thickness of the main body was reduced from the previous model for it to be easier to carry in a mobile situation and also sit beautifully in an interior space. The designer minimized as much as possible the elements around the screen, and made operation simple and clear.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：First Assembly of God Church
公司 COMPANY：THEO TEXTURE



第一神召会最初建于20世纪50年代，是香港一座具有殖民建筑特色的教堂。这个项目对主墙进行了改建，将原本粉白的混凝土高墙和天花板打造一个更温暖、更友善、更为现代的空间，并改进了集会所用的照明设备和音响设计，而原有的木质长凳都尽数保留。线形的木质条板悬浮跨过山形屋顶的天花板，以此形成流线的波动就好像鸟儿的双翼。这些翼翅寓意圣灵在信众面前降临，而这些信众正是神召会教派宗教体系的根基。

The First Assembly of God Church was originally built in the 1950s as a colonial style church building in Hong Kong. The project is to renovate the main hall from its original white-washed concrete wall and ceiling finish into a warmer, friendlier and more contemporary space with improved lighting and acoustics for its congregation. All of the original wood bench seating is to remain. Our design is to suspend linear wood slats over the gable-roofed ceiling structure to form moving wave forms like the wings of a bird. These wings symbolize the coming of the Holy Spirit upon the believers which is foundational to the theology of the Assemblies of God denomination. Similar wave forms are echoed on the two sides of the hall. Sound insulation is laid behind these slats to improve acoustics.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：温馨新房
公司 COMPANY：广州酷漫居动漫科技有限公司



对于80后来说，“漫时尚”家具是全新的独特的动漫时尚家具，它充满浓浓动漫气息且创意非凡，功能实用，价格适中，是喜欢动漫的时尚青年的首选。将动漫元素和家具家居结合，动漫主题套间进行推广销售。

The “M” series is completely new, unique and fashionable in furniture. The design is integrated with animation elements and creative ideas, valuable functions and affordable price. It is the first choice of the fashionable young generation that loves animation. It integrates animation elements with furniture and lifestyle.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
小笔电1025系列 / 华硕电脑股份有限公司
Asustek Computer Inc.



EeePC的1025系列是一个全新的设计，它进化了上一代贝壳机的握持感及城市间的高移动性。under-cut结构模式设计，在视觉感受上更显轻薄与扎实。一体化设计，更精致化与洗炼。EeePC 1025系列在两侧I/O部分特别整理且精致化，以设计与材质强调HDMI与USB 3.0全新高规格spec效能提升的价值。更专业、时尚、洗炼的EeePC，流畅的曲线，将I/O完美整合在左右两侧的饰板中，全机A、C、D部分都为同色彩的完整搭配，成为个人的时尚配件。全机身如婴儿肌肤般的柔软触感，除了在携带握持上舒适之外，palmrest前檐柔顺的曲线，更可以减缓使用键盘时手腕的疲劳感。

The EeePC 1025 series is a revolution in the series from Asus. This whole new series retains the seashell form's well-known advantages, while also emphasizing the idea of "fashion" and "mobility" in the modern city. The web camera keeps the original EeePC thoughtful design of an anti-peep cover and has a 4X zoom function. This new technology provides an enhanced user experience during video communication. The EeePC 1025 series has a "baby touch" soft texture and elegant curves. These advantages are apparent to the hand and during mobile use. Moreover, the smooth curves of the palm rest relieve typing stress to the wrist.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : 公司 COMPANY :
linky 公共座椅 / 震旦（中国）有限公司



Linky椅是一款针对培训与洽谈空间开发的现代公共座椅，Linky椅运用经典的钢架结构与曲木材质结合，演绎出经典与现代的座椅风格，椅背与椅座的夹角满足人体工程学的尺寸要求，提供了优良的坐舒适性；运用环保布料与可完全回收的金属框架让linky椅成为一把真正对环境友善的座椅。丰富的色彩搭配可满足不同用户的需求，特有的连接结构设计，让linky椅可以轻易的对齐、连接与排列；其堆叠功能有效提高了空间的使用率。此款公共座椅的设计风格与现代建筑风格融洽，满足教育培训与洽谈空间的需求。

The modernistic Linky is used during training and meetings. A typical Linky combines a steel structure with curvilinear plywood to exalt its classical and modernistic form. As a comfortable, quality chair, its angular seat and back rest are able to satisfy human ergonomics. Linky is genuinely an environmentally-friendly chair thanks to its fabric and recyclable metallic frames. Specially-designed seat connectors enhance Linky to make it easily aligned, connected and arranged; while its functional stacking effectively increases spatial use. This particular public seating blends into modern building design, satisfying educational training and meeting needs.



SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：梦迪诗 Metris
公司 COMPANY：汉斯格雅卫浴产品（上海）有限公司
Hansgrohe Sanitary Products (Shanghai) Co., Ltd.



汉斯格雅梦迪诗Metirs系列是由德国著名的设计师事务所——凤凰设计室(Phoenix Design)一手打造。圆柱型的龙头本体和方形的出水口设计，体现了方与圆的完美结合；方形出水口高贵大气，展现着设计者的灵气；而微微上翘的把手让开关操作舒适自然，则是对人体工程学的绝佳应用。配合以汉斯格雅的德国工艺，生活品质自然呈现。产品融入了汉斯格雅领先的Eco-Smart智能节水技术。灵活应对不同的水压条件，流量始终维持在5升/分钟。既美观又环保。

The new Metris was designed by the renowned German studio Phoenix Design. The cylindrical body together with the square spout embodies the perfect combination of square and round. The spacious spout and handle represent luxury. The tilting line of the handle reflects high quality and operability. The German engineering and precise machining make Metris the perfect solution for your bathroom. What's more, Metris is equipped with Hansgrohe Eco-Smart technology, so the flow rate remains a constant 5l/m, no matter the water pressure.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT：飞雨 Select
Raindance Select
公司 COMPANY：汉斯格雅卫浴产品（上海）有限公司
Hansgrohe Sanitary Products (Shanghai) Co., Ltd.



汉斯格雅一直不断探索发现新式、愉悦的淋浴体验。现在飞雨select手持花洒也加入其中。新飞雨Select花洒的水流会带给您与众不同的感受。由于使用了汉斯格雅AirPower空气注入技术，包裹着空气的水滴会异常柔软，让您充分享受沐浴乐趣。Quick-Clean快速清洁技术能确保您更持久的享受这种淋浴乐趣。它将雨水般的淋浴效果带入您的家中——同时极富美感。特别直观的一部分就是它的选择功能。人们可以利用它在三种出水模式之间互相转换。Rain-Air（空气雨淋式），CaresseAir（空气爱抚式）和Mix（混合式）。随心所欲，轻轻按钮即有反应，150毫米大型喷淋盘，操作方便，使用舒适，流畅圆润，设计前卫。有全套镀铬喷淋盘或不褪色的白色和铬金属双色喷淋盘可供选择。飞雨Select 150 手持花洒为用户重新呈现淋浴乐趣的体验。选择适合心情的沐浴方式。我们这样理解淋浴乐趣——始终与众不同，却又始终满足您的需要。

Hansgrohe is constantly reinventing the pleasurable shower experience, with the Raindance Select hand shower its latest addition. The new Raindance Select showers will show you how different water can feel. Thanks to Hansgrohe AirPower technology, you are enveloped in droplets made remarkably soft by the generous addition of air. And QuickClean makes sure that this exceptional degree of showering pleasure continues for a long time. These are showers that bring rain right into your home – and in its most beautiful form. Particularly innovative is the function that allows you to switch back and forth between the three jet types - RainAir (soft), CaresseAir (massaging) and Mix (the best of both) - quickly and easily. Just press the button whenever you wish to change the jet type. The new Raindance Select hand shower responds to the mere touch of a button; comes with a 150 mm spray disc; is flowing, modern, handy and convenient to use; is available with a completely chrome-plated spray disc or in a fresh two-color design with a white/chrome look; and continues the success story of the often-copied Raindance hand shower range.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Esti Olive Oil / 公司 COMPANY : Red Design Consultants



Esti Olive Oil是一种希腊顶级压榨油，属于清淡可口的卡罗内基品种，有着 Red Design Consultants 的名称、商标、身份标识、包装设计和通讯信息。这也恰恰以一种出乎意料的方式让它的特殊功能进入休眠状态。

esti的设计兼具感性和美观，它唤起人们周末家庭聚餐的美好回忆以及童年的温暖感受。

Esti is a Greek extra-virgin olive oil of the delicate Koroneiki variety, with naming, brand-mark, identity, packaging and communication by Red Design Consultants that resonates its special features in an unexpected way.

The packaging was designed with an aesthetic aimed at arousing sentiment and nostalgia, evoking memories of family gatherings at Sunday dinner and the warm feeling of our childhood.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Suncrest tower / 公司 COMPANY : Success & Associate Engineering Co Ltd



桂涛苑住宅楼宇有一个基本的规模。通过稳定的黑色加入一些白色的家具建造一个舒适而奢华的气氛。独特的吊灯在餐桌上方出现，反映特色的设计。天然灰色大理石地台给予一个宁静和轻松的感觉。饭厅区混合了矩形，建造一个独特的空间，并增加了更强的立体感。视觉延长就在餐区与镜面板后面的厨房，给人一种好奇心，探索的空间。每一个窗口变成了一个楼宇的屋顶，以完全合并室内与室外。落地玻璃窗的设计，让大量的阳光照射进屋内。设计师选择简单的艺术品、墙纸和壁画，用简单的白色、灰色和黑色，带出一个鲜明的清凉气氛。

拥有一个令人印象深刻的内部空间，这不仅是时尚，更是让人感到亲切自在的生活气息。该设计满足到顾客的期望和需求，这里的简约风格给予人自由和宁静的气氛。

This residential apartment features a basic scale of monotone throughout the space. An adopted steady black color is joined with gray and white furniture to create a luxurious atmosphere. Natural black marble flooring and gray carpet distinguishes the bar area and the living area. A unique chandelier above the dining table reflects the wider characteristics of the design. Natural timber flooring represents a simple, peaceful and relaxed feeling.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : RYB Kids Flagship Store
公司 COMPANY : JBM Design Ltd



此项目设计的中心思想以时尚居所为主题，焦点在于如何完美地在商业浓厚的店铺增强人性化一面。设计师以居所中不同区域作主题式表现，如客厅、饭厅、书房及儿童游乐区等，使消费者可仿如在家中，舒适地选购心仪物品。这贴心的安排使顾客对品牌更有归属感，而且更着重可持续性的概念，因家居陈列会随着时代、节日及流行趋势而不断改变。

The overall design pivots around the concept of high-end home living. The focus is to flawlessly infuse humanity into the retail environment. The designer has adopted and applied dwelling arrangements like sitting, dining, study and playing into the shop; thus enhancing the impression of shopping from home and increasing the customers' sense of belonging. More importantly, this neutral and adaptable concept goes along seamlessly with the regular updates in home decorations in line with festivals, trends and mood changes.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
HP Photosmart eStation / 公司 COMPANY :
Hewlett-Packard



Photosmart打印机通过提供创新的照片打印方案与网络内容的基本连接以及随时随地打印的功能更好地融入了消费者们的生活。这款打印机是科技与美观的完美结合，它为常规打印带来了激动人心的体验。传统喷墨式打印机通常在机身外部有个突出的纸托盘，设计团队简化了这种复杂形式，成功地赋予其现代建筑设计气息，使其极具吸引力。该款打印机采用单色来取得更高的品质认识度。扫描盖采用高度磨光设计，提升了感知价值。Photosmart eStation的设计以创新的比例减少了机身直观上的大小。新的设计语言使得机身高度降低，从而将传统竖直的打印机打造成细长且有磨光的新机型。

Photosmart printers are designed to fit the way consumers live by offering innovative photo printing solutions, access to essential web content, and the ability to print anytime, anywhere. Marrying modern design with a high-tech premium look, this innovative printer has created a new and exciting experience that goes beyond the printing norm. An attractive modern design was accomplished when we simplified the complex appearance of the traditional ink-jet printer form. Rather than having the paper tray protrude forward outside of the printer body, the new design integrates the paper tray. Monochromatic colors were used to create a high-perceived quality. The scan lid is designed with a high polish finish, increasing perceived value. The Photosmart eStation was designed with innovative printer proportions to reduce the perceived size. The new design language appears smaller in height, which changes the proportions from a traditional upright printer to a slimmer, sleeker unit.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Philips GreenVision BRP361-362-363 / 公司 COMPANY :
Philips Design
Stefano Marzano and design team



GreenVision是一款基于LED的道路照明解决方案，它具有可靠的性能和显著的节能效果。它有多种尺寸可供选择，以适合不同的应用，并具有三种光源，以适合不同的路宽和间距配置。GreenVision引人注目的设计为城市街道增添了气派，借助其模块化概念，用户还能够轻松进行LED升级。它还提供高水平系统效能选择，以实现不同的节能目标。这款产品专门针对中国市场进行设计。在降低能耗的同时符合照明标准并促进道路安全。中国政府要求各大城市在未来2年内至少引进10%的LED路灯。GreenVision是实现商业效率、可持续性、节能和设计目标的重要举措。

The GreenVision is an LED-based road lighting solution that delivers reliable performance with significant energy savings. It is available in a choice of sizes to suit different applications, with three optics for different road width and spacing configurations.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
Residence Purity / 公司 COMPANY :
Mon Deco



重整规划该住宅始于玄关的改造，原来的入门位置是一个狭窄的空间，缺乏那种堂皇开扬的豪宅气势。了解到户主经常要招待朋友，这个入口非改不可。于是，便把原本位于大门旁边的小房拆通，让入门处能采纳来自客厅弧形落地窗的天然光线，同时也能看到窗外的景色。

另外，为了突显该建筑特别的弧形大窗特色和改善各个空间彼此隔离的缺陷，设计师决定大胆地将原来的主人房跟客厅打通成一个超大客厅，让原属主卧的弧形窗跟原来客厅的弧形窗连接起来，令圆浑的间格更加鲜明。

设计师指出，建筑本身的平面图——半圆形已够特色，为了强调独特的弧形对海窗户，设计了不少玲珑优美的波浪线条，轮廓立体而柔美，加上为户主重构的内部空间编排，呈现出非常独特的时尚豪宅风味！

Re-structuring started with the entrance. The original doorway, a narrow space, was far from the grandness and openness that one would expect from a luxury apartment. With the flat-owner's hospitable nature in mind, some changes were necessary. A small room next to the door was demolished, allowing the doorway to absorb the natural light and give views from the curved bay windows in the living room. To highlight the large curved windows, obviously a special character of the apartment, and to correct defects in the unit's original partition, Leo decided to merge the original master bedroom with the living room, turning them into a more spacious living room. In this way, when the curved windows in the original master bedroom join with those in the living room, the nature of roundness in the overall layout becomes even more outstanding.

There is no regular contemporary style. The design is astutely and prudently detached from the edge of monotone, stiffness and the mundane. The successful interior has a definite flavor, an unmistakable vitality that allows personality to shine through.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT :
纳智捷Neora智慧电动概念车 / 公司 COMPANY :
东风裕隆汽车有限公司



纳智捷的第一款智慧电动概念车“Neora”，是由Neo与Era两个英文词根而来，Neo代表崭新的、进化的，Era代表时代，Neora象征着HAITEC秉持纳智捷品牌对新世代零排放移动的诠释。

“创造移动生活所带来的感动”，是设计师在构思内装设计时的信念，设计师在内装设计上将自然与科技完美演绎：neora采用环保的还原木皮和木质，透过大地色的原始木纹，在颜色和材质上都透露出环保理念；中控台以原始木纹传递了不经加工与染色处理的原生材质的质地，在环保之外，保留原始纯真的自然感动。

在Neora造型设计上，设计师运用中国书法中的“驻笔回锋”连接品牌DNA的字母L，在车侧雕塑出迷人的回旋曲线，一路从车头往后并贯穿全车，予人一种耳目一新的、大胆且多层次的生命力。

The Neora, whose name is formed from the combination of “Neo” and “Era,” carries the theme of flowing into its interior to form a dynamic motif that combines with carefully-selected eco-friendly materials, giving the driver a relaxed environment. The relentless pursuit of safety is apparent throughout the interior with its ergonomically designed human-machine interface, jet-fighter inspired heads-up display and the wealth of information being displayed from its large, centrally-mounted LCD monitor. The sculpting captures the imagination, and sets the pace for vehicles in the second decade of the 21st century. The interior is the result of hard science combined with a soft aesthetic making an artful combination of Chinese culture and dynamism.

SUCCESSFUL DESIGN AWARD / 成功设计奖

项目 PROJECT : Club Cubic / 公司 COMPANY : Onion project LTD.
林世斌 Bosco Lam



会所面积约30,000平方尺，共设两层，一层包括舞台大厅、副厅以及香槟区，配备了先进的激光投影设备，首屈一指的D&B音响和DJ系统以及奥运、亚运指定LED设备和灯光设备。二层量身订制了6间风格迥异的卡拉OK VIP房，满足不同类型客户的个性需求。CLUB CUBIC摆脱了会所空间设计的局限，采用流线型三维太空入口，配合立体轮廓投影技术，达到线条跳跃变换的效果，立体LED技术实现超逼真的3D影像效果，营造出悬浮感与未来感，入口顶上深邃而神秘的钟乳石立体轮廓投影柱变幻出不同的画面。

The area of the club is about 25,000 sq. ft. across a total of two floors. We have the Stage Hall, Second Hall and Champagne Area on our first floor, which is equipped with advanced laser projection equipment, a world-leading D&B audio and DJ system and also Olympic and Asian Games-qualified LED devices and lighting equipment. On our second floor, we designed six VIP karaoke rooms with totally unique and cutting-edge styles, so as to meet our customers' individual needs.



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国誉公司成立于1905年，最初以生产簿记用纸制品为主，后来发展为文具和办公家具的综合制造商，成为日本行业的领军企业。国誉经过数十年的努力，产品扩大到笔记本，文件夹及被称为办公家具事业原点的文件柜。从发售文件柜开始，国誉不断从工作方式与工作空间的观点向日本的顾客提供产品和服务，最终在办公家具事业中确立了具有建设性和创造性的价值定位。如今在中国，我们将以“PEOPLE + DESIGN（人+设计）”为理念，不断为中国顾客提供高性能且具有艺术性的办公室空间与办公家具。

KOKUYO, the Japan's leading stationery and office furniture company, was established in 1905 as manufacturer of bookkeeping paper products. Over decades, KOKUYO expanded its products furniture business. After launching it, KOKUYO has continuously developed its values to Japanese business customers from workstyle and workspace perspectives. As a result, KOKUYO has established its innovative and creative value propositions in the office furniture business. Here in China, backed by our concept “people + design”, we will deliver functional and artistic office space and furnitures for Chinese business customers.

AIRFORT

Bringing A Breath of Fresh Air to Office Seating



KOKUYO develop and manufacture our products base on the concept of“PEOPLE+DESIGN”. Not only with the design, we offer a product to respond accurately to our customers' desire, needs and usage. AIRFORT is one of the products that absolutely expresses our concept. AIRFORT was developed based on our in-depth knowledge of Aero-dynamics. The usage of aluminum in the back gives a stylish and modern look to it. AIRFORT's unique air bag installed in the lumbar region enables perfect adjustment to fit the shape of every users, giving them to simply achieve real sitting comfort. AIRFORT receives a high valuation on the balance of design and functionality that it won the Golden Design Award at the 17th China International Furniture Expo in Shanghai. AIRFORT is surely the pride of our company.

国誉遵循“PEOPLE+DESIGN”的设计理念研发和制造产品。不仅如此，我们更能准确地把握客户的意图，满足各种功能上的需求。AIRFORT 是其中一种能够完全表达国誉设计理念的产品。AIRFORT 的诞生，是基于我们对空气动力学的深入理解以及对其特性的巧妙利用。座椅后背的铝制框架给人耳目一新的时尚现代感。AIRFORT 独特的腰部气囊设计可根据不同体型自由调节高低和曲线，完美实现最佳坐姿。AIRFORT 在平衡设计感与功能性的同时取得了一个新的突破，所以 AIRFORT 在上海第十七届中国国际家具展上荣获了金奖。AIRFORT 当之无愧成为国誉的骄傲。

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Materialise公司总部位于比利时，自1990年起就一直致力于快速成型领域的开发与研究。随着公司不懈的努力，其开发的行业领先的创新性软件使得RP/RT/RM得到更深入的应用，现在Materialise已发展成为全球RP快速成型/RT快速模具/RM快速制造解决方案的最大供应商，是这一领域的领导者。全球知名汽车公司，航空制造公司以及电子消费品公司都已成为我们的合作伙伴。此外，我公司的快速成型技术及影像处理软件已在医学、牙科领域享有很高的声誉，正被世界各地的临床医生应用于各类复杂的手术案例。1999年起，公司获得了ISO-9001认证,此外公司在医学领域也获得了EN46001认证Materialise保证在尽可能短的时间内向客户提供高质量的产品。Materialise的分公司和办事处遍及世界各地2005年3月Materialise上海代表处在上海浦东新区成立,作为比利时Materialise公司在大中华地区唯一直属办事机构,也是本地区唯一具有授予Materialise应用技术培训中心资格的权威机构，将致力于为中国客户提供销售、培训、技术支持和工程咨询等服务。

With its headquarters in Leuven, Belgium and branches all over the world, the Materialise Group is best known for its activities in the field of rapid industrial and medical prototyping. Apart from having the largest capacity of rapid prototyping equipment in Europe, Materialise enjoys a worldwide reputation as provider of innovative software solutions. As such, Materialise has acquired the position of market leader for 3D printing and Digital CAD software in addition to being a major player in medical and dental image processing and surgery simulation. Moreover, through its unique .MGX by Materialise division for design products, Materialise has opened the market for customized Rapid Manufacturing. Recently the company launched a new service: i.materialise. i.materialise is an on-line service offering customized 3D creation and 3D printing service to consumers. Consumers interested in creating their own unique design, can have it printed via i.materialise. The customer base includes all large companies in the automotive, consumer electronics and consumables sectors. Its medical and dental products are used worldwide by famous hospitals, research institutes and clinicians. Unique design shops all over the world rely on .MGX by Materialise. The group has several subsidiaries in Europe, Asia and the USA, and employs over 900 people in its 4 divisions.

Materialising your life

生活中无处不在的Materialise

即使那些从未听说过**Materialise**的人们也很有可能已经接触过我们所进行的如下工作:**Materialise** 通过加法制造技术(**Additive Manufacturing**),也就是通常被大众媒体称为三维打印的技术开展工作，把各种创新的想法变成现实。我们不仅帮助针对利基市场的好的产品直接进入市场，也为针对大批量生产的产品制作快速成形模型。更重要的是,通过我们的软件，其他人也能同样做到。

Materialise正在将加法制造(**Additive Manufacturing**)技术带给普罗大众。通过简单易用的在线服务网站(<http://i.materialise.com/>)，无论是计算机模型的专家用户或者是第一次探索三维打印技术的初学者，每一个人都能创造一个真正的定制化的实物。我们还邀请一些世界闻名的设计师运用该项技术创造出一系列获奖的三维打印设计实物在全球范围发售，或者您也可以在全球第一家三维打印设计专门店，我们位于布鲁塞尔的实体店內找到它们。

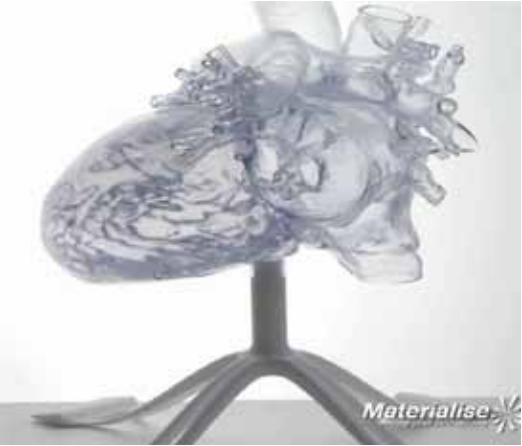


BLOOM table lamp Designed by Partick Jouin
Limited Editions from .MGX by Materialise



Designed by Iris Van Herpen

作为**Materialise** 的设计部门，.MGX使用三维打印技术并和一些全球顶尖的设计师一起合作生产出各系列不同凡响的灯饰，家具和配饰。产品不仅用来照明和室内装潢，更是丰富想象力和感官感觉的体现。所有产品都代表了现代和传统手工艺的最高水准——每一件作品都是由单独绘制，由激光束制作并最后由手工完成的。



About Materialise

With its headquarters in Leuven, Belgium, branches worldwide, and a staff of 800 and growing, Materialise has been playing an active role in the field of Additive Manufacturing (AM) since 1990. In addition to having the largest capacity of AM equipment in Europe, Materialise also enjoys a stellar reputation as a provider of innovative software solutions. Its aim is to create a better and healthier world through involvement in AM for industrial and medical applications, and by providing bio-medical and clinical solutions such as medical image processing and surgical simulations. With a strong team of motivated staff working together in an open, dynamic environment, Materialise is able to draw upon an extensive pool of experience and expertise in the realization of this aim.

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上海工业设计协会

上海工业设计协会的前身是上海工业设计促进会，成立于1993年3月。上海工业设计协会是以上海工业系统为主体，由从事产品工业设计的企事业单位、工业设计工作者等，自愿联合组成的跨行业、专业性及非营利性的社会组织。协会业务主管单位为上海市经济委员会。

Shanghai Industrial Design Association

Shanghai Industrial Design Association (SIDA), whose predecessor was the Shanghai Industrial Design Promotion Association was founded in March, 1993. SIDA, together with enterprises or industrial design staffs involved in the product design industry have voluntarily compose a multi-industry, professional and non-profit social organization. The Shanghai Municipal Economic Committee is in charge of the organization.



上海创意产业中心

上海创意产业中心成立于 2004年11月6日，于2005年1月8日正式挂牌运行。上海创意产业中心是经上海市经济信息委员会、上海市社团局批准设立，从事推动上海创意产业发展的专门机构。上海创意产业中心将充分发挥全社会创意产业资源优势，积极配合政府制定上海创意产业发展规划及策略，强化导向、构筑平台、推动集聚、形成体系，发挥中心的综合性平台作用、调动各创意产业企业和机构与创意人才的积极性，整体推进上海创意产业发展。

Shanghai Creative Industry Center

Shanghai Creative Industry Center was established on November 6th, 2004 and began to function on April 28th, 2005. Established with the approval of the Economic Commission of Shanghai Municipal Government and the Shanghai Municipal Administration of Social Organizations, Shanghai Creative industry center is a specialized organization in promoting the development of Shanghai's creative industries. The center's mission is to coordinate resources, formulate development targets and strategies, strengthen the guidance, construct a platform, promote the assembly, and establish a system, thus gradually forming a modern industry structure supported by the individual creative industry enterprises and clusters on the platform of "Shanghai Centre of Creative Industry", and driving the overall development of Shanghai creative industry.



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作为国内首家设计咨询管理公司，桥中的业务涉及：洞察及研究、创新设计战略和创新设计管理培训。从世界知名的跨国集团到小型的创新型企业，桥中的合作伙伴遍及全球。桥中的主要合伙人均具有在国际著名设计公司 & 大型企业的丰富工作经验，他们融合市场理解和设计专业知识的全新理念，构架着中外设计资源的桥梁，努力推动中国创新战略的进程。

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As China's first design management consultancy, CBi offers a multitude of services including insight and analysis, innovation & design strategy and innovation management training. CBi cooperates with firms all over the world from small innovative companies to world famous international groups. CBi is a bridge for partners, enabling success through insight, innovation and design.



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