英国欧洲设计组织
创意产业研讨会

BRITISH EUROPEAN DESIGN GROUP
CREATIVE INDUSTRIES SEMINARS

深圳, 2006年10月31日–11月3日

Shenzhen, October 31 - November 3, 2006

室内建筑及设计专家
SPECIALIST INTERIOR ARCHITECTURE & DESIGN

产品与工业设计及品牌打造
PRODUCT/INDUSTRIAL DESIGN & BRANDING

BEBDG

CBDA

Seminars supported by

UK TRADE & INVESTMENT

英国欧洲设计协会
一个独特的组织以一个独特的使命:
向世界推广创意

THE BRITISH EUROPEAN DESIGN GROUP
A UNIQUE ORGANISATION WITH A UNIQUE MISSION:
PROMOTING CREATIVE EXCELLENCE WORLD-WIDE

英国欧洲设计协会帮助您:

THE BRITISH EUROPEAN DESIGN GROUP HELPS YOU

- 开拓国际市场;
- **Promote your talent in international export markets**
- 参与国际知名产品展销会和博览会;
- **Participate in leading international trade fairs and curated exhibitions**
- 参加海外贸易代表团和研讨会;
- **Join overseas trade missions and seminars**
- 获得由英国政府发放的海外企划基金;
- **Obtain government funding for overseas events**
- 向国际制造商介绍并推销您的设计服务;
- **Sell/negociate your design services to international manufacturers**
- 在世界范围内寻找符合您要求的生产厂商;
- **Source suitable manufacturing for your products worldwide**
- 就市场推广、产品研发和商业拓展提供专业意见;
- **Get professional advice on marketing, product development and business expansion**
- 联系全球知名专业设计师、设计组织和机构。
- **Contact designers, design organisations and institutions around the globe**

1991年- 2006年: 超过50 个国际贸易博览会、策划60个展览、35个国际研讨会、会议、 和内、外文化交流团。

作为一个肩负特殊使命的特殊团体,位于伦敦的英国欧洲设计协会为推动英国创意产业优秀设计人才的发展做出了突出贡献。本协会是由在德国出生的资深市场顾问 卡琳-比特 · 菲利普斯女士(Karin-Beate Phillips)于1991年创办的。自创建以来,本协会在推动英国创意产业在欧洲大陆和东欧、北美洲、澳洲、阿拉伯联合酋长国和中华人民共和国的发展方面取得了巨大的成功。英国欧洲设计协会有助于在英国和外国设计师、制造者和机构之间、建立专业、持久的联系和链接,并且协助各种各样的设计寻找制造潜力。

1991 - 2006: More than 50 international trade fairs, 60 curated exhibitions, 35 international seminars, conferences, outward and inward missions.

As a unique organisation with a unique mission the London based British European Design Group has been a key force in the promotion of many of the most talented designers of the UK creative industries. Since its foundation in 1991 by German born publicist and marketing consultant Karin-Beate Phillips, this non-commercial organisation has achieved an unparalleled record of success in exporting British creativity to key export markets in Continental and Eastern Europe, North America, Australia, the United Arab Emirates and the People's Republic of China. The BEDG has also been instrumental in establishing lasting professional contacts and links between UK based and foreign designers, manufacturers and institutions and has assisted in sourcing manufacturing potential for a variety of design disciplines.

英国欧洲设计组织与中国

英国欧洲设计组织在中国展开的活动及建立的联系

自从2001年起,英国欧洲设计组织就与中国创意产业不同行业中重要的国有和民营企业、协会、组织、机构及公司建立了良好的长期联系和合作。

通过这些伙伴关系,英国欧洲设计协会不仅能参加英国贸工部在中国和英国赞助举办和协办的活动,并且能够帮助想在中国开展业务的英国公司与中国的知名企业建立起直接联系。

组织安排后勤事务,包括旅游,住宿和地点安排

英国欧洲设计协会在世界各地成功地组织了许多活动,这些活动往往涉及复杂的后勤安排,包括活动准备、运输、保险、物流、机构建立及撤销、签署租赁合同、为活动参与者提供从前期到后期的技术与实践支持,与当地组织者、博物馆和机构进行沟通与谈判。此外,本协会还通过举办系列宣传活动、为客户量身定制展览会、商业会谈、研讨会,开展市场调查及实践活动。

邀请行业专家、业界代表及顾问机构出席并作演讲

英国欧洲设计协会在创意产业,以能够提供高层次的联系及其可信度而闻名。我协会能高效地通过其联系网络与某一特定领域的顶级专家取得联系。

活动营销和机遇

从公众影响及营销角度来看,英国欧洲设计协会已经成功发起并组织了一系列宣传、贸易和其他相关活动。

BEDG & CHINA

THE BRITISH EUROPEAN DESIGN GROUP'S ACTIVITIES TO DATE IN THE PRC AND ORGANISATIONAL LINKS BEDG IN CHINA

Since 2001 the BEDG has succeeded in building up excellent long-term links and direct collaboration with some of the most important associations, organisations, institutions and companies working in various disciplines of the creative industries both in public and private sectors in the PRC.

Through these partnerships the BEDG has been able to access not only rare co-sponsorship and co-hosting of UKTI funded events in China and the UK but is also able to establish high profile direct contacts for UK companies wishing to start business relations in the PRC.

ORGANISATION OF EVENT LOGISTICS, INCL. TRAVEL, ACCOMMODATION AND LOCATIONS

The BEDG has successfully organised a vast number of different events in many parts of the world requiring complex logistics with regard to preparations, shipping, insurance and travel logistics, setting-up and dismantling organisation, lending agreements, participants' technical and practical support prior, during and after the events, negotiations with local organisers, museums, organisations and instituitions as well as promotional campaigns and special exhibitions, curated exhibitions, conferences, seminars, scoping missions and market research.

PROVISION OF SPECIALIST SPEAKERS, INDUSTRY REPRESENTATIVES AND CONSULTANTS

The BEDG has a proven track record of high level contacts and credibility in the creative industries and can access some of the best specialists in the individual sectors through its own network of associates.

MARKETING OF EVENTS AND OPPORTUNITIES

The BEDG has initiated and organised some of the most successful campaigns and trade and other events from a publicity and promotional point of view.

英国欧洲设计组织中国活动
BEDG CHINA ACTIVITIES
2002 – 2006

2002

首届中国国际设计节及工业设计论坛
2002年11月15–17日
设计与城市生活
中国,青岛
First China International Design Festival & Forum CIDF
15 – 17th November 2002
Design & City Life
Qingdao, PRC
Exhibition: Qingdao International Exhibition Centre
Conference: Qingdao Badaguan Hotel

英国参展商:
UK Participants Exhibition:
Ara-Cho, Architecture Foundation, Edward Hutchinson Landscape Architects, Inflate Ltd., Johnson Banks, LCI Laser Creations International, MarksBarfield, Michael Harris Designs, PriestmanGoode, RCA Royal College of Art, Stylorouge, Theatre Projects Consultants, Totem Design UK, Virgin Records, Wilson Design Products

英方与会者:
UK Participants Conference:

产品设计与品牌沟通论坛
Product Design and Branding Communications Speakers Forum
Ben Wilson, David Blagbrough, Karin-Beate Phillips, PriestmanGoode, Paul Priestman

建筑与都市生活
Architecture and Urban Living
MarksBarfield, Frank Anatole

2003

维多利亚时代建筑会议
10月15–22日
伦敦,维多利亚房屋
Victoria House Conference
15 – 22 October
Victoria House, London
迎接城市挑战——人类建筑与设计的未来
Meeting the Urban Challenge –
The Future of Humane Architecture and Design

由中国建筑与装饰协会、英国Garbe集团、英国欧洲设计组织主办,英国贸易与投资部设计伙伴还出资1200英镑用于印制宣传册。

Hosted/Funded by:
CBDA – China Building and Decoration Association,
Garbe Group UK, British European Design Group
Supported by Design Partners UKTI with £1.200 for leaflet

英国与会者:
UK Participants:
Alma Home, Alsop Architects/Arup Architects, Architecture Foundation, Avery Associates, Edward Hutchinson Landscape Architects, MarksBarfield Architects, BIDA-British Interior Design Association, CHelsea Harbour Design Centre, Spice & Co., Theatre Projects Consultants, Garbe UK / PriestmanGoode, JHP-John Herbert Partnership, Urban Space Management, Richard Burdett-LSE Lord Mayor's Office, Tim Stephens Photography, Wordsearch Communications

中国与会者:
Chinese Participants:
Ma Tingui President CBDA China Building and Decoration Association/Zhu Xibin Chairman Beijing Chapter CBDA, Fan Shuling (Ms) Associate Professor Director of International Affairs CBDA, Wan Guohua CEO Quangdong BD Engineering Co Ltd. , Han Li President Assistant CEO Quangdong BD, Cao Jingzian Vice President Quangdong BD, Liu Xueshu CEO Heilongjiang Quangdong Co Ltd., Chen Song Art Director Heilongjiang Quangdong Co Ltd., Wang Jie Vice President Suzhou Golden Mantis Interior Design Company, Chen Li Shanghai Xinli Interior Design COmpany, Lin Shaoli (Ms) President Assistant Quangdong BD Engineering Ltd. , Li Yinong President Hunan BD Engineering Company, Li Zhong Senior Architect Hunan BD Engineering Company, Liang Ming President Shenzhen Jinye Curtain Wall Company, Mao Rongzhu (Mrs) Art Director Shanghai Xinli Interior Design Company, Mr. Heyong President Sichuan Hengdi BD Co. Ltd/Wang Ye President Guangdong BD Engineering Co., Yu Quolin (Mrs) Vice President Guangdon BD Engineering Co., Liu Jianye President Assistant Beijing Wangijing Ontime Hong Furnishings, Tian Houchun President Shanghai Oriental Interior Design Co. Ltd

2004

2008奥运会纪念品设计
青岛/伦敦
7月24–28日
中方主办
The Olympic Games 2008 Souvenir Design Project
Qingdao/London
24-28 July
Chinese financed

英国与会者:
UK Participants:
MarksBarfield – Frank Anatole/Peggy Chan, Tom Dixon Studio – David Begg, Inflate Design Ltd. – Nick Crosbie, JohnsonBanks – Michael Johnson, PriestmanGoode – Paul Priestman

中方与会者:
Chinese Participants:
Black Ant Advertising/Qingdao Advertising Association – Mr. Shan Gao President, QIDA Qingdao Industrial Design Association – Mrs. Qu Weili, QTV Qingdao Television – Mrs. Huang Yuan

2004

运用创意力量 打造品牌国度
11月23–28日
青岛
英国贸易与投资部主办
青岛工业设计协会/青岛广告协会协办
Branding a Nation through the Power of Creativity
23 – 28 November
Qingdao
UKTI Funded
Co-hosted by Qingdao Industrial Design Association/ Qingdao Advertising Association

运用创意力量 打造品牌国度
11月28–29日
北京
由北京泰和石广告公司及中国建筑装饰协会协办
Branding a Nation through the Power of Creativity
Beijing
28-29 November
Co-hosted by Beijing Taihe Stone Advertising Agency and CBDA China Bulding and Decoration Association

英方与会者:
UK Participants:
Inflate Design Ltd., Martin Dupras/Miranda Arts, Paul Smith, Tim Stephens, MarksBarfield, Sabatoge Design

2005

CBD 2005中国广州建筑装饰博览会
7月3–7日
广州国际会议展览中心
英国贸易与投资部主办
CBD 2005 Guangzhou China Building Decoration Fair
3-7 July
Guangzhou International Convention and Exhibition Center
UKTI Funded

英方与会者:
UK Participants:
Timorous Beasties, Innermost, Loop House, E+M Glass, Margaret Burke Glass Artist

2005

中国伦敦来访团
9月19–24日
英国贸易与投资部创意产业+媒体/教育产业主办
中方与会者协办
China Inward Mission London
19 – 24 September
UKTI Creative + Media/UKTI Education funded
Co-funded by Chinese participants

中国与会者:
Chinese Delegates:
• Professor Xu Pin - Dean Product Design CA&Ti, Central Academy of Technology and Industry, Beijing
• Professor Xiao Yong - Head of Graphic, Design Department CAFA Academy of Fine Art, Beijing
• Hao Wensheng - Head Industry Design Department, Qingdao University of Science & Technology
• Wei Guang - Senior Interior Designer, CEO, Guoguang Building Decoration Co. Ltd
• Chen Hui - Senior Interior Designer, CEO, Beijing Dongyi Risheng Interior Design Co. Ltd
• Yu Tao - Senior Interior Designer, Director of Design, Beijing Yezhifeng Interior Design Co. Ltd.
• Gao Gang - Senior Architect RIBA, CEO, Shenzhen Overseas Building Decoration Group
• Song Kejin (Ms) - Deputy General Manager, Guangzhou Pearl Building, Decoration & Engineering Company
• Chen Wenjie - Project Manager, Guangzhou Pearl Building Decoration & Engineering Company
• Song Dong Senior Architect, CEO, Beijing Diaoyutai Building Decoration Co. Ltd.
• Fang Zhen - Senior Architect, Vice Secretary General, CBDA – China Building and Decoration Association
• Fan Shuling (Ms) - Associate Professor Director of International Affairs CBDA
• Huang Xuefeng - Head of Qingdao Municipal Economic and Trade Committee Technology and Innovation Centre
• Li Shengqiang - Director of Overseas Design Department Industrial Design Centre, Haier Group
• Gao Min - Deputy General Director Industry Design Centre, Hisense Group
• Kuan Chun-po - Chairman ZUKI Industrial Design, TLX Group
• Gao Shan - Creative Director Black Ants Advertising Company, Qingdao
• Wang Haining - Vice Secretary General, Qingdao Industrial Design Association

英国与会者:
UK Participants:
Allyson McDermott Conservation, Dante Vanoli Architects, Tom Dixon & David Begg/Dixon Studio, DickPowell, Seymour Powell, Ross Lovegrove/Lovegrove Studio, Paul Priestman/ PriestmanGoode, Peter Tennet, The Factory, Marcello Minale, Minale Tatersfield, Lucy Musgrave, General Public Agency, Eric Reynolds, Urban Space Management, Robert Sprunt, Sprunt Architects , Richard Doone, Conran & Partners, Michael Lynch and Ian Blackburn, Southbank Centre, Matthew Kennedy Martin, Design Council, Michael Hockney, Ami Nielsen, D&AD, Frank Peters, Chartered Society of Designers, Jonathan Butters, JAB Design, Judith Woodword, Mayor's Office, Wendy Wyatt, London Development Agency, Dr. Will Bridge, Julian Rodriguez, Tim Stephens, Joanne Burks, Chris Peters, Marylin McMenemy, Debi Hayes, Alan Sekers, Angus Carlyle, John Stephens, Linda Drew, Helen Hopkins, Annette Bellwood, London College of Communication, Martin Hawthorthwaite, Julian Reed, Hotel Design Inc., David Marks & Julia Barfield/Marks Barfield Architects, Donna Loveday, Design Museum, Nazneen Schmittzehe, BIFFRA, John Frazer, Jonathan Knight, Frazer Design, Matt Round, Tangerine, David Goodwin, Goodwin Design, John Nash/Nash Design, Michael Johnson/Johnson Banks, Yintong Betzer, Active Anglo-China Communications, Louise Yau, University of the Arts London, India Delegation part time, Foreign Office

2005

国际建筑与室内设计峰会
北京 10月21–23日
清华大学
中国建筑与装饰协会
IAID – INTERNATIONAL ARCHITECTURE AND INTERIOR DESIGN SUMMIT
Beijing 21 – 23 October
Tsinghua University
CBDA – China Building and Decoration Association

英国与会者:
UK Participants:
Karin-Beate Phillips

Official Guest Speaker Opening Ceremony:
Tim Stephens/Allyson McDermott

Exhibition:
Restoration/Conservation/ Preservation Projects in the UK
Tim Stephens Photography, Allyson McDermott Projects

2005

香港国际灯饰展
10月26–29日
英国贸易与投资部主办
HONGKONG INTERNATIONAL LIGHTING FAIR
26-29 October
UKTI funded

英国与会者:
UK Participants:
Ali Siahvoshi, Blaize Innovations, Rosetta Cassini, Lisa Cheung, Rock Galpin, Tom Kirk Lighting Design, MyFloatingWorld, John Wischhusen, Finn Stone, Dominique Zawisza

2006

中国3月份创意产业学术对话
建筑室内设计专家
品牌特征
北京/上海
由英国贸易与投资部主办,中央美院、中国建筑装饰协会、清华大学、上海考普兰设计师俱乐部 协办。
China March Seminars Creative Dialogues
Specialist Interior Architecture and Design
Brandinging Identities
Beijing/Shanghai
Co-hosted and co-funded by:
CAFA Central Academy of Art and Technology CBDA China Building and Decoration Association and Tsinghua University. Cop-land Shanghai Designers' Club
UKTI funded

英国与会者:
UK Participants:

建筑室内设计专家:
Specialist Interior Architecture and Design:
• Allyson McDermott Conservation – Allyson McDermott
• Southbank Centre – Ian Blackburn
• Sprunt Architects – Robert Sprunt
• Jestico & Whiles Architects – John Whiles
• JHP John Herbert Partnership – Austin McGinley
• MCART – Debbie Mules
• HotelDesignInc. – Martin Hawthornthwaite, Julian Reed

品牌特征:
Branding, Product, Industrial and Graphic Design:
• Active – Anglo-China Communications – Yintong Betzer
• LCC London College of Communication University of the Arts London – Julian Rodriguez
• Design&Art Direction – Michael Hockney
• Minale Tatersfield – Marcello Minale
• Tangerine – Matt Round
• RCA – Richard Doust
• Brunel University – Sue Broadhurst
• Miranda Arts – Paul Smith
• Multiadaptor – Ben Brookhouse/Andy West

Karin-Beate Phillips
Founder/Director BEDG
卡林–贝亚特 · 菲利普斯
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ROBERT SPRUNT
罗伯特 · 斯布伦特

部分客户名单
Projects include:
Albany Theatre, Cable & Wireless, Camden Workflow, City Learning Centres, Elthorne Park School - Accommodation Review, Evelyn Street, Falkland House, Forest Hill School Sports Hall, Fountain Court, Haverstock School, Holly Lodge, Honor Oak Estate, Jack Tizard School, Kensington Housing Trust - Decent Homes Advice

罗伯特 · 斯布伦特公司是建筑业内的先锋企业,本公司位于英国伦敦,擅长以国际化的视野进行城市改建及更新项目。公司汇集了建筑师、景观建筑师、城市规划设计师以及商业分析专家,专为客户提供附加值高、可持续发展的全套设计方案。

此次中国之行的目的在于与志同道合的中国企业建立以下联系:
- 进行信息和创意交流;
- 提供人员互访的机会、加强技术及经验交流;
- 合作完成合资设计项目。

我们的目标是寻找拥有优势互补的合作伙伴,并建立一个长期的双赢业务伙伴关系。

Based in central London, Sprunt is a leading architectural practice with an international outlook that specialises in urban regeneration. The company brings together architects, landscape architects, urban designers and business analysts to provide sustainable, holistic solutions in which design adds real value.

The purpose of our visit to China is to establish links with like minded local companies to:
- Exchange information and ideas;
- Offer the opportunity to exchange staff to broaden each company's skill base and experience;
- Work together on joint venture design projects.

Our object is to find a partner with complementary skills with whom we can develop a long term, mutually beneficial business relationship.

我公司业务领域广泛,汇集了设计建筑师、测量师、景观设计师及城市改造设计师。我公司的城市改造设计师涉足城市改造、环境保护、健康、住房、教育、房地产以及办公空间多个领域,并与英国地方议会、房屋协会、社团及私人企业建立了良好的工作关系。

The multidisciplinary company of architects, surveyors, landscape architects and urban designers specialises in urban regeneration, environmental and sustainability issues also in conjunction with health, housing and education, property and workspace management and works with local councils, housing associations, communities and private entrepreneurs.

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MICHAEL VALE
麦克 · 威尔

部分客户名单
Client list includes:
Royal Shakespeare Company, National Theatre, Royal Opera House, Southbank Queen Elizabeth Hall, Royal Festival Hall, Central St. Martins School of Art, London, Glyndebourne Festival Opera, BBC, UK, Los Angeles Opera House, the University of California in Los Angeles, USA, New Zealand Festival Wellington, New Zealand

麦克 · 威尔是一位独立的自由职业剧院设计师和导演。 他出生在伦敦,曾于1975–1977年及1978–1980年分别就读于诺丁汉大学的建筑专业和诺丁汉特伦特大学的剧院设计专业。 自从1984年离开位于伦敦的河边设计室的剧院设计课程(现今的蒙特里设计课程)后,他曾先后为130家剧院和歌剧表演设计了系列布景和服饰,其中还包括在英国和国外多处地点进行的大型社区项目。威尔曾经合作过的机构包括:英国皇家国家剧院、皇家莎士比亚公司、曼彻斯特皇家交流剧院、谢菲尔德克鲁西布剧院、普里茅斯皇家剧院、英国旅游剧院、Kneehign中心剧院、伦敦考文特皇家歌剧院、英国国家歌剧院、歌德堡音乐节歌剧团、英国旅游歌剧公司都柏林巡演、比利时De Vlaamse歌剧院以及安特维尔普及洛杉矶剧院。

1990年,威尔先生参与创建了JO–EE剧院公司,并在2003年6月至2004年期间曾经担任柯彻斯特水银(墨丘利)剧院的副董事 ,并负责与英国加利福内尔 · 西蒙公司、波兰Yasmin Reza’ s公司的业务。

Michael Vale is an independent, free-lance Theatre Designer and Director. He was born in London and studied architecture at Nottingham University (1975-77) and Theatre Design at The Trent Polytechnic in Nottingham (1978-80). Since leaving The Theatre Design Course at The Riverside Studios, London, (now The Motley Design Course) in 1984, he has designed the sets and costumes for over 130 theatre and opera productions, including several large scale community projects, both in the UK and abroad, in a wide range of venues. Companies he has worked with include The Royal National Theatre (UK); The Royal Shakespeare Company; Manchester Royal Exchange Theatre; The Crucible Theatre, Sheffield; Plymouth Theatre Royal; English Touring Theatre; Kneehigh Theatre Company; The Royal Opera House Covent Garden; English National Opera; Gylndebourne Festival Opera; English Touring Opera; Opera Touring Company, Dublin; De Vlaamse Opera, Antwerp and Los Angeles Opera.

In 1990 he was a co-founder of the JO-EE Theatre Company and from June 2003 – 2004 he was an Associate Director of The Mercury Theatre, Colchester. His work as a Theatre Director includes: Neil Simon’s CALIFORNIA SUITE (UK); Yasmin Reza’s ‘ART’ (Poland) and Athol Fugard’s A PLACE WITH THE PIGS (Poland).

威尔先生还在英国国家学生戏剧节期间进行了有关剧院设计的讲座,并先后在包括伦敦水边设计室、伦敦阿尔梅大剧院、布里斯托老维克剧院在内的几所英国剧院设计学校,担任剧院设计课程助教。

2006年应南岸中心艺术指导朱迪 · 凯利的邀请,威尔先生对伦敦伊丽莎白女皇大厅门廊进行了重新设计,他还将在皇家节日大厅2007年重新开放时为朱迪设计卡门 · 琼斯的产品。

He has lectured in Theatre Design at The National Student Drama Festival (UK) and worked as a Theatre Design Tutor, running design projects at several UK theatre schools including The Theatre Design Course at The Riverside Studios, London; The Theatre Design Course at The Almeida Theatre, London and The Bristol Old Vic Theatre Design Course.

In 2006 he re-designed the foyer of the Queen Elizabeth Hall in London at the invitation of the current Artistic Director of the South Bank Centre, Jude Kelly, for whom he will also be designing a production of CARMEN JONES, at The Royal Festival Hall, when it re-opens in 2007.

Michael Vale
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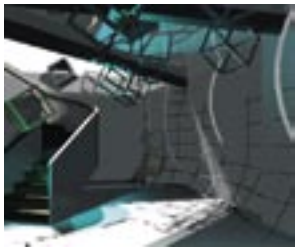
ANTHONY PARSONS
安东尼 · 帕尔森斯

部分客户名单
Client list includes:
London College of Communication, Chelsea College of Art & Design, University of the Arts London, Chartered Society of Designers, Southampton Institute



我希望通过此次中国之行参观并访问该地区的建筑和设计公司,以及开设有建筑及室内设计课程的大专院校。

我期望能参观一些商业性室内设计项目,研究并了解中国设计机构的组织构成,以及他们目前所开展的设计工作。我尤其想要了解中国及世界品牌在中国的零售店,是如何通过室内设计来打造品牌的?

由于我个人在设计教育方面的背景,我对中国高等教育也很感兴趣,并想了解中国大专院校设计专业、尤其是室内设计课程的教学体系和内容。

我就职于伦敦艺术大学传播学院,主要致力于创意、传媒及设计产业的计算机辅助设计和数字模型。我希望了解中国高等院校的设计专业是如何运用计算机辅助手段及软件开展设计及相关教学的。

In visiting China I am particularly interested in seeing and visiting both commercial architectural / design practices and educational institutions which teach architecture/interior design.

I am interested to see examples of commercial interior design practice and to research and understand how design organisations are structured, and what kind of commercial/retail design work they undertake. In particular how interior environments for retail brands (both Chinese and International) brands are presented.

With my background in design education I am also very interested in higher education in colleges and universities, and would like to find out the structure and content of design education, particularly in regard to interior design.

In my work at LCC I am particularly interested in the use of computer-aided design and digital modelling in the creation and communication of design ideas, and would like to understand how computer-aided design and which software programmes are used in both design practice and design education in China.

此外,我还希望通过此次访问与业界人士建立联系,以便让我校学生有机会在相关领域进行实习,并让双方高校的专业教学人士建立学术联系。例如,可以通过网络或其他文化交流手段,开展学生交流项目。目前,我学院正在计划开设一个新的国际室内设计学士学位专业,此行将有助于我校制定该专业的教学大纲及课程计划。

伦敦艺术大学传媒学院还设有橱窗展示、视觉商品广告管理及零售环境内部装饰课程,我希望了解中国的零售商和商业中心是如何开展上述工作的。

I am also hoping to make personal contacts, which would be of benefit for possible work-based learning for students from our courses at LCC, as well as professional links for academic tutors. An aspect of this could be joint student/'live' projects, via a website or similar cross-cultural experience. At LCC we are planning to develop a new BA degree in International Interior Design and research and contacts made during the visit would support the curriculum planning for this course.

Additionally at LCC we teach window display and visual merchandising for retail environments, and I am interested to see how this subject is used by retail shops and shopping centers.

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TIM STEPHENS
蒂姆 · 斯蒂芬

部分客户名单
Client list includes:
Rod Stewart, Allyson McDermott Ltd, Lloyds of London, The National Trust, Madame Tussauds, Royal Albert Hall, UKTI / DTI North America Desk (UK/US partners in Technology, Silicon Valley USA), Mark Humphrey Ltd

蒂姆 · 斯蒂芬是伦敦艺术大学传媒学院媒体系对外事务协调员。

同时也是一名摄影师,兼媒体制作人和咨询顾问。斯蒂芬先生曾参与欧盟委员会“技术管理战略培训”项目,并负责英国地区的协调沟通。自1994至1999年间,斯蒂芬先生在伦敦皇家艺术学院担任互动多媒体欧洲文学硕士专业的负责人。

他还曾为英国贸工部在美国硅谷技术项目,担任英国大学研究小组的研究协调员。

蒂姆 · 斯蒂芬同时还兼任英国欧洲设计协会媒体事务主管,该协会是英国贸易与投资部署下最为活跃、生产力最强的英国创意产业海外市场开发者。

近十年来,英国欧洲设计协会与英国政府共同在海外赞助了多项展览会和研讨会。斯蒂芬先生还为学生剧院2000年文化节担任互动媒体顾问。

Tim Stephens is External Affairs Coordinator, School of Media, London College of Communication, University of the Arts London.

Tim is a photographer and media producer and consultant. Past professional /academic assignments have included the coordination of the UK section of the European Commission's "Strategic Training Programme in Technology Administration" leading to the directorship, for the Royal College of Art in London, of the European Master of Arts in Interactive Multimedia, 1994 – 1999.

Tim was the research coordinator for a British Universities' Research Pavilion for the Department of Trade & Industry's "UK/US Partners in Technology" Exhibition in Silicon Valley USA.

Tim Stephens is also Media Director of the British European Design Group, UKTI's most active and productive promoter of British Creative Industries overseas.

The British European Design Group has co-funded, with the British Government, multi-disciplinary exhibitions and seminars overseas for ten years.

以上图例说明包括蒂姆 · 斯蒂芬的一些摄影作品以及他为英国古迹保护和内部维护所做的工作。

另外值得一提的是一个互动媒体的例子,(一个被英国驻柏林大使馆使用的自行车互动游客导引系统),也是英国贸易与投资部及英国欧洲设计协会关于德国统一以及柏林重建系列研讨会的一部分。

此外,斯蒂芬先生互动表演艺术研究项目中有关逐渐衰落和重燃希望的图像,将有2012年英国伦敦奥运会有关,并可能被运用在2008北京奥运会闭幕式中。

Tim has also been acting as interactive media advisor for the "Culture 2000" Festival of student theatre.

The illustrations printed herein include examples of Tim Stephens's photography and work for conservation of British Historic Buildings and Interiors.

The photograph in the Temple of Ardiano, illustrates the BEDG's "CreativeBritain" exhibition in Rome.

Also illustrated is an example of interactive media (a bicycle-controlled interactive tourist guidance system,) part of the BEDG's "Creative Britain" Seminar at the British Embassy in Berlin. The UKTI / BEDG Creative Industries Seminar series in Berlin were in support of the unification of Germany and the re-establishment of Berlin as Germany's capital. The colonnade image is from Tim's work in Interactive Performing Arts, a research scheme, which is planned to have links with the British Olympics in 2012 and potentially the closing events of the 2008 Beijing Olympics.

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MARK HUMPHREY
马克 · 哈姆福瑞

部分客户名单
Client list includes:
Ralph Lauren, Fendi, Audi Cars, Apple Records, Mittal Steel, Grosvenor Estate, Ringo Star, George Harrison, Claudia Schiffer, Michael Schumacher

主要目标

- 我的梦想是建立一个全球奢侈品品牌
- 打造一个完全以设计为导向的马克 · 哈姆福瑞奢侈品牌——以007为风格进行建筑及装饰品设计
- 与路易士 · 维登、Asprey 及登喜路等世界知名品牌竞争
- 将马克 · 哈姆福瑞品牌推广到世界奢侈品消费的主要城市
- 以艺术家、设计师和创新者的身份,引领设计行业的发展
- 吸引一批本品牌的忠诚追随者
- 运用世界最好的材料、技术和工艺
- 创造丰厚利润
- 在各产品类别中每年定期发布新产品
- 创造广阔的全球销售网络

Key Aims

- My Dream is to build a Global Lifestyle Brand
- To develop a 'Total' Design-led Super Luxury Mark Humphrey Brand – 007 Style from Property to Accessories
- Compete with the likes of Louis Vuitton, Asprey, Dunhill
- Roll Out Mark Humphrey Brand retail over the World - Major Luxury Market Place Cities
- Lead the Industry as an Artist, Designer and Inventor
- Demonstrate Loyal Client Following
- Break Boundaries and cross over the Arts
- Use Only the Finest Materials, Finishes, Technology and Craftsmanship in the World
- Make Huge Profits
- Create New Collections Seasonal Per Year, across all Product Categories
- Create Diffusion Lines through Global Chains

独家卖点

- 以007风格为主打风格的独家设计
- 获得国际奖项的设计师
- 以设计为先导:引领奢侈品市场的设计趋势
- 成立6年之久的设计室,马克 · 哈姆福瑞在业界有14年的丰富经验
- 大幅媒体宣传,包括电视、广播、杂志、期刊、书籍
- 在伦敦、纽约、米兰、巴黎、香港举行展览、展示和演讲
- 著名客户名单
- 最高品质的物品和服务
- 专业服务
- 创造广阔的全球销售网络

Unique Selling Points

- Our Unique Total Design – 007 Style
- International Award Winning Designer
- Design-Led: Leading The Industry in the Luxury Market Place
- Design House: Established for 6 Years. Mark Humphrey has practised in the Industry for 14 Years
- Through the Media: TV, Broadsheets, Magazines, Journals, Books
- Exhibitions, Showcases. Lectures: London, New York, Milan, Paris, Hong Kong
- Rich and Famous Client List
- Highest Quality Goods and Services
- A Professional Service

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BEN WILSON
本 · 威尔森

部分客户名单
Client list includes:
Levi's, Nike, Addidas, Artemide, Ron Arad Assosiates, Honda, Audi, Land Rover, Olympus, Stussy, Sony/Columbia, Manfrotto, Coca-cola, Mike Figgis, Mc Cann Ericson, Heals, Lee, Unilever, Footlocker, Sir Clive Sinclair, Daka, Honda, Swarovski, Milliken

本 · 威尔森设计公司位于英国伦敦,客户遍及世界各地。在为很多客户设计并生产出产品之后,我公司创始人威尔森先生意识到,随着生产规模的扩大,我公司需要将产品生产环节转移到中国,并积极利用中国公司的优势。

我本人希望通过此次访问与当地的加工制造厂商建立联系,商讨中国厂商代加工事宜。我还希望能实地参观一些生产加工厂,了解他们的生产工艺,以便我回到英国后找到适合中国企业生产能力的项目。

"Ben Wilson Design" is a company working in London, for numerous design clients through out the world. After designing and manufacturing many products in the UK I realized that for some of the new projects to manufacture in China would bring great mutual benefits.

It would be excellent to establish manufacturing contacts for projects that I am currently working on. I look forward to visiting some of the Chinese factories and seeing new processes as I am sure I will find this incredibly inspiring. I would like to come back to England with a view of designing products that could be made in chinese factories.

此外,我期望能拓展我公司的设计和咨询业务,并盼望与愿意和西方青年设计师合作的中国企业见面,共同探讨双方在工业设计,尤其是家具、灯饰和交通工具设计领域的合作前景。

I am also very interested in expanding the design and consultancy side of the business and am hoping to meet and make links with companies that are looking to work with young enthusiastic western designers in all arears of industrial and product design, especially in furniture, lighting and transportation.

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网址: www.benwilsondesign.co.uk

IAN FERRIS
伊恩 · 凡瑞斯

部分客户名单
Client list includes:
WL Gore and Associates (Europe and USA), Corus (Europe), Tupperware (Europe and USA), Samsonite (Europe and USA), Yale (UK and USA), EloTouchsystems (Europe and USA), Raychem Corporation (Europe and USA), Tyco Corporation (Europe and USA), Motorola (Europe)

伊恩 · 凡瑞斯致力于帮助客户推陈出新,不断设计出受到市场欢迎的新产品。

凡瑞斯先生凭借其在消费及技术领域的丰富经验,创办了Insight to Innovate设计咨询公司,帮助企业利用设计手段和对消费者的理解,成功地进行产品创新、品牌打造以及市场开发。

本公司竭诚希望与志同道合的中国同行开展合作。我们相信,中国能为我们提供与那些希望通过好的设计而不断发展壮大的公司,相互合作的大好机会。我们期盼与相关企业会面,共同探讨帮助中国公司发展壮大的策略。

成功项目
客户之所以选择与Insight to Innovate设计咨询公司合作,是看重我们与国际知名品牌合作所积累的经验及设计领悟能力,以及我公司在产品设计方面的独到见解。
Insight to Innovate设计咨询公司能帮助您以全新的视野,进行产品创新、品牌定位及客户细分。我公司曾为下列国际知名品牌成功设计出利润丰厚的产品:

Ian Ferris works with clients to help them innovate successfully and create new product designs that have market impact.

Through his consultancy, Insight to Innovate, he works in consumer and technology sectors and helps businesses use design and customer insight to innovate successfully, build brands and create compelling products that excite and delight customers.

Insight to Innovate would like to collaborate with businesses in China that have the ambition to use design and customer insight to grow their business. Ian believes that China offers the opportunity to meet with companies that have the ambition to grow quickly by using design and looks forward to engaging in a conversation with businesses about how he can help them move forward to innovate successfully.

Project successes
Clients work with Insight to Innovate because they bring to them a unique design perspective formed from the experience of working with global brands in international markets.

Insight to Innovate can help your business look at your products and customers differently to refine or even completely innovate new products and brand propositions. Ian's track record of success includes designing profitable products for global brands.

insight:innovate

我们能如何帮助您?
通过对产品设计、用户需要和技术优势的有机结合,我公司能从以下方面助您成功:

- 帮助客户将商业机遇转化为设计产品
- 为新产品设计进行方向展望
- 通过设计语言与品牌思维为新产品拓展商机
- 改造现有产品,提高利润
- 帮助客户将最新技术运用到相关产品中
- 及时向客户通告国际市场的设计趋势
- 培训员工更有效地运用设计能力

如果您希望进一步了解我公司能如何帮助您的企业,请与伊恩 · 凡瑞斯先生取得联系,以便详谈。

How can we help you?
By combining design, customer insight and technology know-how Insight to Innovate helps clients achieve business success in a variety of ways:

- Help clients translate business opportunities into design projects
- Create design directions for new products
- Identify opportunities to differentiate commodity products by using design and brand thinking
- Improve existing products to give them greater market impact
- Help clients translate new technology into customer relevant products
- Design trend watching to keep companies up to date with activity in international markets
- Coaching companies' own staff to use design capability more effectively

If you would like to explore how we could collaborate to grow your business through design, please contact Ian Ferris at Insight to Innovate to discuss your innovation objectives.

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ROGER CARR
罗杰 · 卡尔

部分客户名单
Client list includes:
Arenson Group (later Okamura Japan & Haworth USA), Teknion, PEL (UK), Copenhagen Opera House (Denmark), Virgin Group (UK), Steelcase (Vecta USA), Acco (Europe), Ofquest (UK & Australia), Marks & Spencer (UK), MacDonald's (USA)

罗杰 · 卡尔与戴维 · 威廉姆斯在一家设计顾问公司共事15年后,于2001年共同创立了雷达设计公司。在共事的这些年里,他们曾与维真集团、ICI以及英国铁路公司进行项目合作,并凭借Kyo设计而备受赞誉。雷达公司通过向Vecta, Gunlocke及Fixtures Furniture and Paoli公司提供服务,而使公司在北美市场的知名度大大提升。近几年,通过与Teknion、 Hussey及SitOnIt等知名公司的合作,雷达公司的设计产品组合不断得到改进和加强。与此同时,公司还在英国范围内为Acco公司、M&S超市、Ofquest等商家进行产品、店铺及办公家具设计,其中一款座椅设计还被选中并安装在丹麦哥本哈根歌剧院和新建伦敦温伯利体育场。

雷达公司在产品设计咨询方面见解独特,以环保作为核心设计理念,成功开发出环保型产品、家具和其他相关产品。

Roger Carr formed Radar in 2001with David Williams after working in design consultancy together for over 15 years. In that time they had worked on prestigious projects for Virgin, ICI and British Rail as well as designing Kyo, an award winning system for President. Radar has focussed on developing the recognition generated in North America through work for Vecta, Gunlocke, Fixtures Furniture and Paoli. In recent years the product portfolio has been strengthened with projects for Teknion, Hussey and SitOnIt, whilst UK work has included products for Acco Europe, storefixturing for Marks & Spencer and office systems for amongst others, Ofquest. Their seating has been installed in the Copenhagen Opera House and the new Wembley Stadium.

Radar is unique in product design consultancies in that its main concern is Environmental products, furniture, systems and related products.

罗杰 · 卡尔与戴维 · 威廉姆斯对英国、欧洲和美国的市场有广泛深入的理解和信息储备,加上对于产品发展趋势的洞察力,他们常常能为一些有特别需求的公司提供量身定做的服务,并在这一过程中获得了许多专利。

雷达公司希望利用他们的客户网络,在美国、英国客户和中国公司间通过在不同设计项目中的合作来建立合资企业。我公司愿意帮助中国的公司改进设计能力,开发出既受国内市场欢迎又在国际市场具有潜力的产品。

They have a wide knowledge of the UK, European and US markets, together with a great appreciation for product trends which often leads them to develop products specifically for certain companies' needs. This has also resulted in many patented mechanisms and product features.

Radar is looking to use its network of client contacts to enable joint ventures to be established between US and UK clients and Chinese companies through design projects. Roger Carr would also wish to assist Chinese companies achieve a high design profile and to develop products with both domestic Chinese application and International potential.

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2002年,中国建筑装饰业工业总产值约为7,200亿人民币(约合870亿美元),占国内生产总值的7.8%。仅室内建筑和设计就为850万人提供了就业,其中包括20万室内设计人员,25万家企业,466 家承包商和90家拥有国家顶级和国际资格认证的帷幕墙设计和工程承包商。

中国建筑装饰协会
成立于1984 年的中国建筑装饰协会,是一个非盈利的专业性组织。它代表建筑师、室内设计师和行业从业人员的利益。 协会在全国范围内有1万多名会员、10个专业委员会、8个培训中心和75个地方机构。

中国建筑装饰协会在全国范围内提供行业相关的技术研究、技术转让和技能培训,其中包括协会成员的实践和理论知识更新、专业技能培训及后续教育。

就商业角度而言,中国建筑装饰协会致力于协助其会员在全球激烈竞争中,不断拓展国内外市场、寻求全球范围内的战略合作伙伴。

The national production value of the industry in 2002 was RMB 720 billion - approx. US$ 87 billion accounting for 7.8% of the total national GDP. The industry sector interior architecture and design alone employs 8.5 million qualified professional practitioners including 200,000 interior designers, 250,000 enterprises, 466 contractors and 90 curtain walling design and engineering contractors with top national and international qualifications and certificates.

CBDA
Established in 1984 the China Building Decoration Association – CBDA - is a non-profit professional organisation representing the interests of architects, interior designers and practitioners. The CBDA has over 10,000 members nation-wide, 10 professional committees throughout the country, 8 training centres and 75 local chapters.

CBDA offers a nation-wide service centre for research, technology and know how transfer within the associated disciplines including the continued updating of practical and theoretical professional training and further education for members, partners and clients.

In the commercial context CBDA aims at providing its members with the resources to undertake the expansion of the domestic and international markets in a competitive global environment and to seek collaboration with partners world-wide.

Fan Shuling
Associate Professor
Chief of International Department
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英国贸易与投资部是一个帮助英国公司拓展国际业务的政府组织。该部门同时还为有意赴英国投资的海外企业提供咨询和支持。

我们的工作伙伴包括:
■ 英国文化媒体及体育部——该部门主要负责配合并推进英国政府制定的创意产业发展目标和政策,协助英国贸工部促进英国设计委员会的发展。

■ 设计伙伴——我们的设计合作伙伴致力于为设计行业团体、政府机构及部门组织各种业界活动,并借此推动英国设计产业国际贸易的发展。我们的设计伙伴是由英国文化媒体及体育部,与英国贸易投资部共同管理的。

■ 英国贸工部(英国贸易与工业部)——该部门主要提供两方面的支持:第一,为企业提供商业咨询;第二,向英国公司介绍海外市场。通过设在世界各地的办事处,英国贸工部能为企业提供其了解到的第一手资料及相关重要信息。

UK Trade & Investment is the lead government organization that provides support for UK companies looking to develop international business. It also provides support for overseas companies wishing to invest in the UK.

We work with:
■ The Department for Culture, Media and Sport (DCMS), the Government department with lead responsibility for co-ordinating and taking forward Ministerial objectives and policy for the creative industries and with joint sponsorship responsibility with the DTI for the Design Council.

■ Design Partners, which aims to increase the level of international trade for design businesses by coordinating the activities of industry bodies and government agencies and departments. Design Partners is jointly managed by DCMS and UK Trade and Investment.

■ The DTI (Department of Trade and Industry)
There are two main areas, where UK Trade and Investment offers support: first by giving business advice and second by introducing companies to overseas markets. With access to local market intelligence through a network of offices worldwide, UK Trade & Investment provides businesses with invaluable information.

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意见与建议:
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