



设计
之旅
DESIGN
HOP

北京
设计周

BEIJING
DESIGN
WEEK

2011



广设
际计场
INT'L
DESIGN
PARK





751前身是热力厂，现在园区内依然烟囱、锅炉交织错落，铁路和大片管道也原状保留。经过修缮和改造，751 D.Park北京时尚设计广场已逐渐成长为城市创意文化产业的推动引擎。中国国际时装周、INTRO北京电子音乐节等众多大型活动都选择在此举办。751国际设计广场系列项目以751园区内动力广场上的巨型工业塔和烟囱为中心，辐射广场周围六座建筑。主要展览和装置作品来自荷兰、德国、意大利、奥地利、澳大利亚、美国、中国(包括台湾、香港)等地。

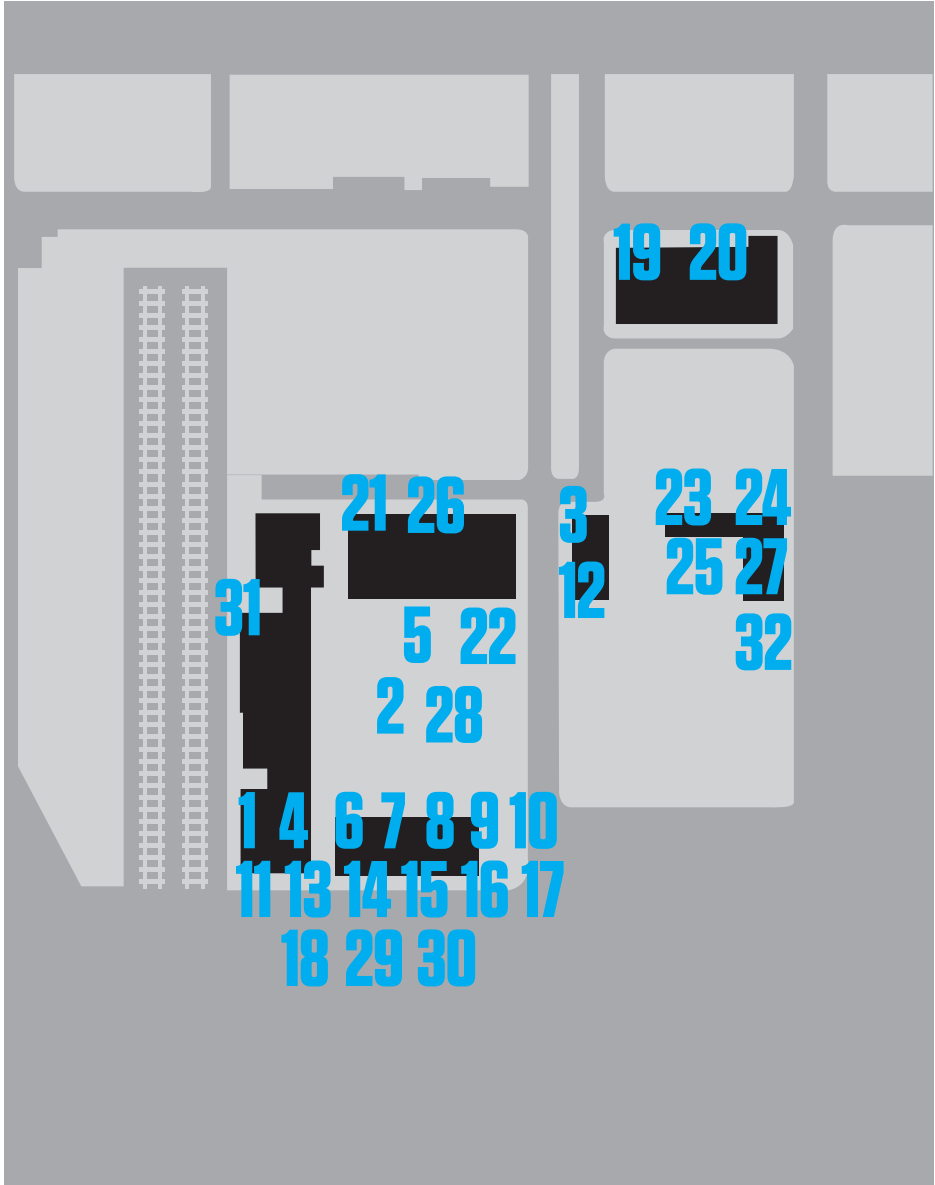
设计周活动期间，将有涵盖建筑、家具、工业和室内设计、平面设计、新媒体和时尚设计领域的20多个展览、装置、讲座、研讨会和工作坊活动在此举办，参观者有机会近距离感受设计师们最新设计灵感与尖端设计技术结合的惊奇作品；3D影片《未来都市》和最新3D印刷技术将集中体现传统工艺与现代设计的融合，新材料与中国设计的碰撞。园区内举办的跑酷Parkour活动引领参观者以更为独特的视角观察城市，临时咖啡馆和设计书店也将为参观者提供充满设计个性的休闲场所。

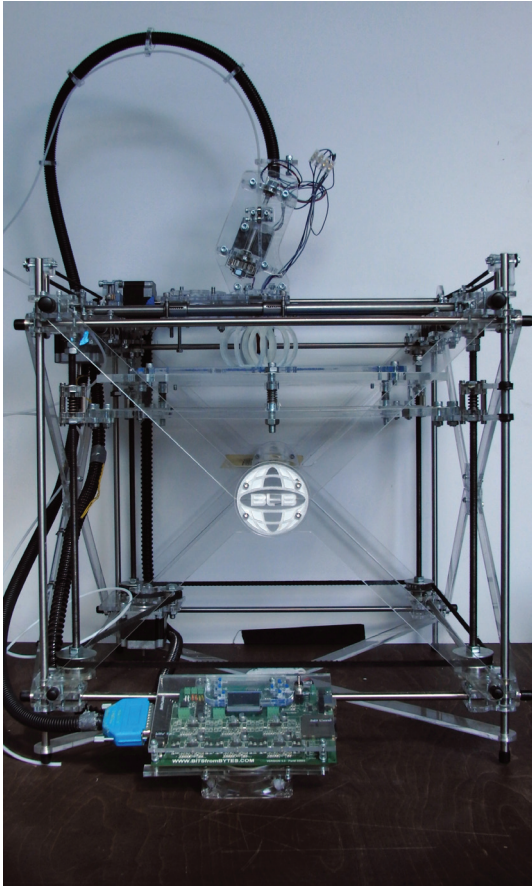
创意园区简介



751 D.Park has quickly become known as a center for creative industries. A former gas power plant, it is a sprawling, dramatic complex of chimneys and boiler towers, railroad beds and acres of pipes, now converted for use as a driver for the city's creative renaissance. Within this spectacular setting, Design Powered will include over two dozen Beijing Design Week exhibitions and installations, alongside dozens of talks, seminars, workshops and activities covering topics spanning architecture, furniture, industrial and interior design to graphics, new media and fashion.

The exhibitions and installations will be concentrated in two main buildings of approximately 3000 square meters each, alongside 4 smaller buildings nearby. Participants will come from countries including The Netherlands, Germany, Italy, Austria, Australia, the United States and Greater China, including Taiwan and Hong Kong. For the 8 days of Beijing Design Week, from September 26 to October 3, with a media preview day on September 25, Design Powered will provide one of the biggest celebrations of design, in all its forms, that Beijing has ever seen.





Hybrid Design

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混合设计

德国科隆媒体艺术学院“混合空间”与创始人Frans Vogelaar教授共同呈现“混合设计”的项目，包括讲座，展览和现场3D打印工作坊。

9月26日下午两点至六点为活动开幕式。9月27日至10月1日的每天下午两点至六点，为工作坊活动日。10月2日和3日的下午，则是有关3D打印机的综合信息日。展览从9月26日至10月3日的上午十时至下午六点，展览科隆媒体艺术学院的同学们带来的多媒体装置。讲座和讨论从9月26日至10月1日，从每天下午六点持续至七点半，将有多位德国科隆媒体艺术学院的教授、博士与公众进行对话。

Hybrid Design

The Department of Hybrid Space / Academy of Media Arts Cologne Germany (KHM) and its founder, Prof. Frans Vogelaar, present the event “Hybrid Design”, consisting of lectures, screenings and a workshop on self replicating 3D printers (Fab Lab).

The workshop “Autonomy-Abstraction” is an experimental living lab installation that strongly interacts with the public. During the workshop we will teach the participants to build small, networked, open source autonomous design elements that together interact with the other objects of the installation.

We have developed a do-it-yourself, self-manufacturing system - using sustainable materials and processes. In a creative environment of knowledge exchange we will build - using pre-fabricated building blocks - components and integrated open source do-it-yourself electro mechanics. The workshop participants will also produce parts on the spot using 3D printers.

Hybrid Design introduces design fields emerging through the combination and fusion of environments, objects and services in the information-communication age. While industrial design concentrated on industrially produced objects, Hybrid Design considers objects, services and environments within their networked systems of production, distribution, use and recycling. Hybrid Design, with its holistic approach, allows us to address today's challenges of sustainable design and sustainable lifestyles in a more comprehensive way.

Participants: Prof, Frans Vogelaar, David Hahlbrock, Dr. Roman Hahlbrock, Olawuyi Róbert and Jonas Zais.



主办方 Organizer: 德国科隆媒体艺术学院 /
Academy for Media Arts Cologne, Germany

活动时间 Dates : 9.26-10.3(10:00-19:00)

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www.khm.de

