

www.designfortherealchina.com



promoting an exponential shift in design thinking for China

design thinking for China

中国

China























缅甸 仰光



dⁿ国际设计竞赛

dⁿ International Design Competition

简介 Brief

发现你当前所面临的挑战，为发生在中国的现实中的问题提出解决方案。

Show us a solution to a China-located problem or opportunity you have identified.



分类 Categories

d^0 = RMB100,000

d^1 = RMB10,000

d^2 = RMB1,000

d^3 = RMB100

d^4 = RMB10

d^5 = RMB1

奖金 Prize

d^0 = 1

d^1 = 2-10

d^2 = 11-100

d^3 = 101-1,000

d^4 = 1,001-10,000

d^5 = 10,001及以上

- **住宅的公用功能空间**
Functional space of living houses
- **社区公共空间的交流与休憩**
Communication and leisure in public space
- **医院的空间及设施**
Hospital service space and facilities
- **留守老人儿童与务工家人间的联系**
Connection between the rural workers and the left-behind aged people and children
- **社交恐惧症者**
Social phobia
- **公共空间自动扶梯标识**
Escalator sign in public space
- **出租车后座安全带问题**
Safe facilities of taxi
- **夜间穿行马路的安全性**
Cross street at night
- **垃圾分类**
Garbage classification



谁能参加？ Who can enter?

任何人都可以参与竞赛。

每个人都会被设计影响，每个人也都可以影响设计。某些解决方案需要打磨使之更加专业，某些解决方案则是用手边的现有材料自制而成。这两种作品都可以参赛。

我们欢迎以个人为单位和以团体为单位的参赛者，设计公司、生产厂商；我们欢迎学生，也欢迎从未接受过设计训练的公众参与。

您可以提交您自己的设计作品，也可以借此机会提名他人的设计。

Anyone can enter.

Design is something that affects everyone and can be undertaken by anyone. Some solutions need polished and professional outcomes while others might be homemade from whatever is at hand. We welcome both.

We welcome entries from individuals and groups; design companies; manufacturing companies; students and those untrained in design practice. For this reason, we have tried to make the entry process as simple as possible.

You may submit your own designs, or you can use this opportunity to nominate the designs of others.

如何参加？ How do I enter？

我们希望参赛者提交一部视频短片，短片包涵两部分内容：介绍该作品针对的问题或产生的起因；介绍该作品所针对问题的解决方案。

格式：FLV

时长：1-2分钟

文件体积：50MB以下

在提交影片的同时，参赛者还需要填写一份在线个人信息表。

The brief is in two parts: First the identification of a problem or opportunity; secondly the solution. We would like you to communicate both parts by submitting a short movie.

Format: flv

Length: minimum: 1 minute; maximum 2 minutes.

Filesize: maximum 50Mb

In addition to uploading your movie, you should also fill in the online form.

时间表

竞赛发布 : 米兰三年会博物馆 , 2013年4月13日

报名截止日 : 2013年10月31日

公众投票时间 : 2013年9月 , 北京设计周期间

获奖结果公布 : 2013年12月

Time Table

Launch: Teatro Agora, Milan. 13th April, 2013

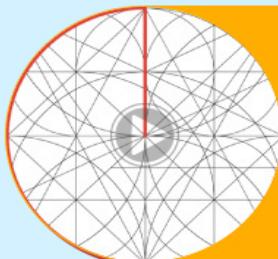
Entry closes: 31st October, 2013

Popular vote commences: Beijing Design Week. September, 2013

Winners announced: December, 2013

[活动发布](#)[作品提交](#)[评审过程](#)[作品展览](#)[公众投票](#)[获奖公布](#)

2013年4月

[马上注册](#)**Video1**

There are no boundaries to the solutions we are looking for. They may be environmental issues; conflicts within society; safety; education; medical; entertainment; communication; sports, industry. We are looking for solution to localised problems or opportunities that are provocative, innovative and elegant.

**Video2**

There are no boundaries to the solutions we are looking for. They may be environmental issues; conflicts within society; safety; education; medical; entertainment; communication; sports, industry. We are looking for solution to localised problems or opportunities that are provocative, innovative and elegant.

[关于我们](#)
[关于我们](#)[更多...](#)**媒体**

第一届指数设计竞赛暨竞赛——为真实中国而设计 第一届指数设计竞赛将于2013年4月米兰设计周期间在米兰举行四场发布活动，正式对外公布本届竞赛的竞赛主旨、参赛规则、展出计划等内容。竞赛的发起机构及组织方是北京朗道文化与米兰会。官方合作机构有：意大利三年会、意大利米兰...

[更多...](#)**合作伙伴**

LA TRIENNALE DI MILANO



POLITECNICO DI MILANO

SCUOLA DEL DESIGN

北京设计周
BEIJING DESIGN WEEK**主办单位**米兰会 MIND
International Design Association朗道文化
Lan Tao Culture

官方主办机构 Official Partners

米兰三年会博物馆



LA TRIENNALE DI MILANO

米兰理工大学

POLITECNICO DI MILANO



SCUOLA DEL DESIGN

北京设计周

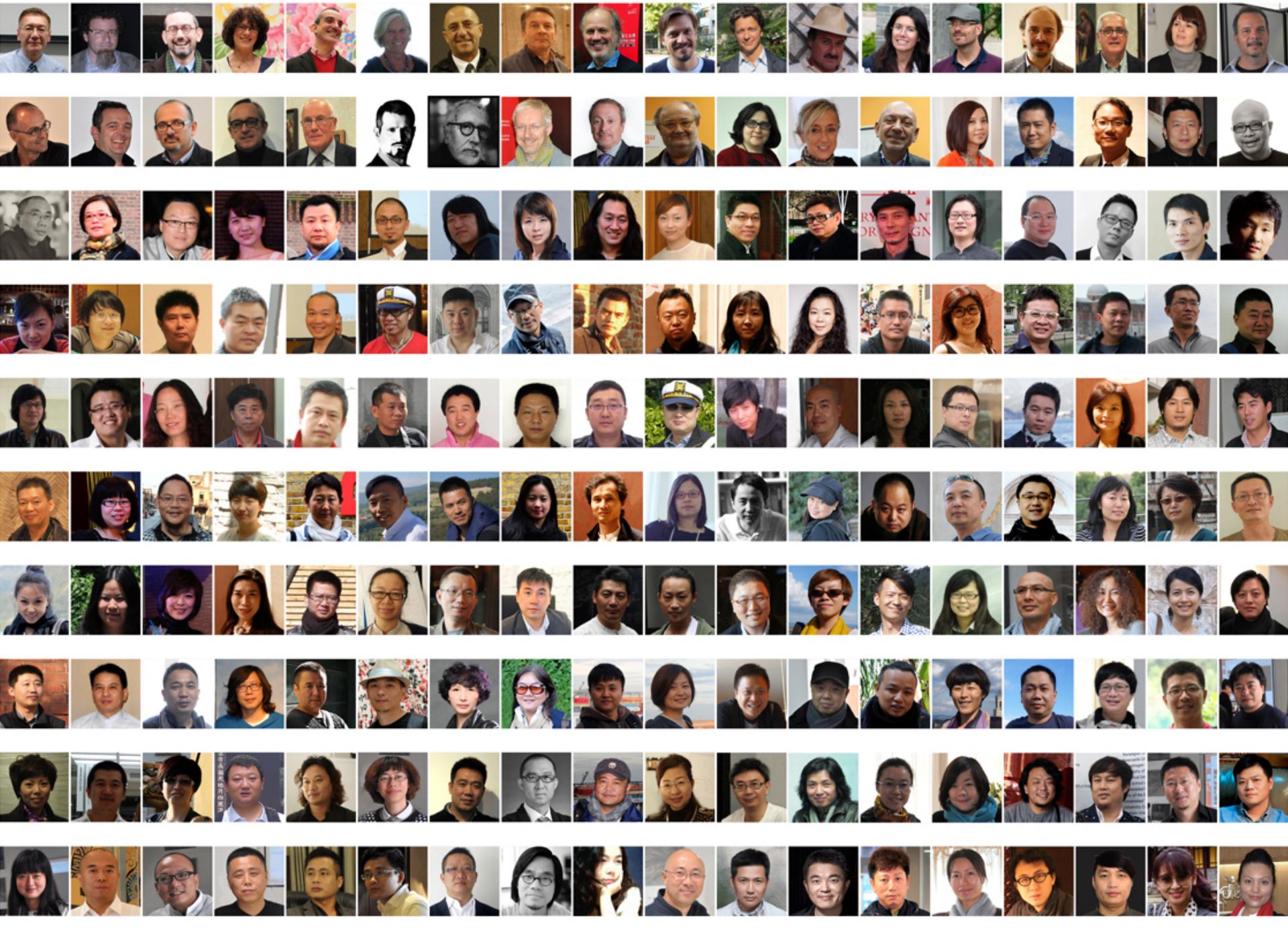


主办机构 Host Unit



米兰会为由朗道-米兰理工大学硕士课程教授和学员发起的国际设计师学术交流组织, 米兰会的主旨是推动设计创造的社会价值。米兰会的分会遍布全国, 会员人数达200余个。

MIND International Design Association was established in 2011. It's an academic organization committed to the promotion of social values in design. Its membership is primarily comprised of graduates from Lantao Master Courses.



承办机构 Organiser



“北京朗道文化”成立于2006年，旨在与国际设计资源联手打造中国室内设计与时尚艺术领域高端课程第一品牌，为中国设计培养具有国际视野和专业能力，具有社会责任感和人文价值观的决策者和领航者。

Beijing Lantao Culture has been developing design courses since 2006. It was the first organisation to integrate design strategy and design management with interior design in China through its International Interior Design Master course.



国际设计课程及游学

International Design Course and Study Tour

2006 2007 2008 2009 2010 2011 2012





www.designfortherealchina.com



LA TRIENNALE DI MILANO



POLITECNICO DI MILANO

SCUOLA DEL DESIGN



米兰会 MIND
International Design Association



朗道文化
Lan Tao Culture

www.designfortherealchina.com