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「XIN - 信」 The Manifesto

漢語以「人言」為「信」，代表「溝通」，也寓意「真誠」，是一種古老的信息傳達方式。以「**XIN - 信**」為主題，象徵「信息」的溝通與「信念」的傳遞，以謀求透明與互信的對話及跨界的全球合作。以「**XIN - 信**」為主題，為創造公正、和諧的今日世界，2009 北京世界設計大會將圍繞以下各項專題，展開全球對話：「**ACCESS - 獲益**」— 為更多人的設計；「**BALANCE - 和諧**」— 和諧與可持續發展；「**COMMUNICATE - 交流**」— 信息的承載、傳達以及跨文化交流；「**DEFINE - 定義**」— 定義設計與未來。聯合國大會于 1972 年形成決議，確定 10 月 24 日聯合國日同時也是國際信息日。10 月 24 日也被定為 2009 北京世界設計大會的首日。信息與設計，同樣為合作發展而動員公眾、為謀求和諧而傳播價值！北京，2009 年 10 月 24 日至 30 日，全球設計師的風雲際會，讓世界聽到我們的聲音！

Organiser: China Central Academy of Fine Arts / Beijing Genua Cultural Development Group

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「XIN - 信」

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Organisers

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 Miriam Bäckström  
 Carsten Holler  
 Dan East & Pauline

270° DE

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90° V / 135° CC / 180° GD /  
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DESIGN  
EXCHANGE°

設計交流

## 可持續的設計 /

◦ 可持續策略式的設計頗具戲劇性，但效益同樣激動人心——尤其是時下全球合作，盛行尋求生態和諧社會的機遇的合作關係。

◦ 設計在拓寬視野與實用領域頗具潛力。這使得設計師們詢問起更難回答的問題，諸如：“這樣做會涉及到什麼呢？這樣會持續多長時間，100年後會變成怎樣？”僅僅詢問“這樣有何用處”和“外觀如何”已經不夠了。設計可以成為一項新的工程。

◦ 可持續且崇尚自然的設計策略可以重新把設計的程序定義為一種在成品中更健全的組成部分。在我自己的作品當中，我力求通過高新技術重新利用天然材料，喚起人們對自然品質的注意。注重長遠的設計就比設計本身更勝一籌。

## Sustainable Design /

◦ To “rebuild” design as a sustainable strategy is a dramatic undertaking. But the benefits are equally dramatic—especially the intense global cooperation and

## New Rustic Modern /

◦ The nature of modern economic is greedy, which encourages us to consume, leading us to strive for more than we actually need. What embarrassed is the design industry is the very domain with the desire. Materials need is the normal humane feelings. If there is no consumer, we will be starved. As a result, wise people will “design” a new consume concept, such as “sustainable developing product”. Even we are still consuming resources, we will retrieve the earth in other ways. But in actually fact, we are now robbing the earth. We ought to have compassion.

◦ Rustic life should not be a fashion of living style, or a compromise of economy depression, but an agreement with the environment protection. There is a voice, more or less, in our heart, reminding ourselves that something should be protected. By education, the use of plastic bags is decreasing in some large cities, and using environment-friendly car is widely encouraged. Design and the function are more and more

Ben K. Mickus,  
美國家居設計師，  
建築師，Mickus創始人



Ben K. Mickus,  
American Furniture Designer  
and Architect,  
Founder of Mickus Projects

partnerships which are blossoming to seek out the opportunities of an eco-friendly society.

- In this context, design has the potential to expand beyond the visual and functional realms to include technological, logistical and scientific innovations.
- It forces designers to ask tougher

effective. I am now looking for a dishware which is practical, fashionable, and environmental as well as can be easily carried in deed. But it is really hard to find. I hope it will become a popular commodity before long, taking the place of disposable chopsticks.

高少康，  
靳與劉設計顧問（深圳）總經理



Hong Ko, General Manager of  
Kan & Lau Design Consultants  
(Shenzhen)

## 新樸拙時代 /

◦ 現代經濟的本質是貪婪的。它鼓勵我們消費，引導我們爭取多於自己實際所需要的。尷尬的是我們所處的設計行業正是這種慾求

# BEN K. MICKUS

questions such as, “what is involved in making this”, “how long will this last”, and “what happens to it in 100 years”. Asking “what does it do” and “what does it look like” is no longer sufficient. Design can become a new kind of engineering.

◦ A sustainable and naturally-oriented design strategy can redefine the process of design as a more robust ingredient in the finished product. In my own work, I strive to reinvent natural materials through new and efficient techniques of assembly, calling attention to elemental qualities.

◦ I think the designs that take a long-term outlook—that are attached to an idea larger than themselves like sustainability, are truly visionary. These creations have lasting substance, and with that comes the ability to develop a deep emotive connection with those who use them.

# HONG KO

下的產業。物慾本是人之常情，沒有消費者，我們就餓死了。所以聰明的人們便“設計”出一些新的消費概念，像“碳中和消費”，“可持續性發展產品”（很有趣的名字）。我們縱使仍然在消費資源，但另一方面會對這地球作出一些補償。既然避免不了要坐飛機，從費用中抽出一部分用來植林，彌補一下對臭氧層的損害，也是好事。就像既然這個劫是避免不了要打的，劫去的錢留一部分讓你乘車回家吧。雖說得有點刻薄，但我們的確是在打劫地球。我們是應該有著更多的同情心的。

◦ 樸拙的生活不應該是種流行的生活風格，也不是因為經濟環境轉壞下的一種折衷主義，而是來自對消費因果確切的認識，及對環境保護真誠的認同。我們內心或多或少都有一個聲音，在提醒自己有些東西是需要保護的，只是很多時候都輸了給方便與私欲。積少成多，通過立法與教育，現在一些大城市用塑料袋的數量正在下降。環保汽車亦被大力鼓勵使用，設計與功能亦越來越到位了。我正在找一套既實用，時尚，環保又真正方便攜帶的自用餐具，但就發覺不太好找。希望這個也很快成為一個普及的日用品，取替一次性餐筷。