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CHINA DESIGN CHALLENGE

中国设计挑战赛

2014 KIKKERLAND DESIGN CHALLENGE / 2014 KIKKERLAND 中国设计挑战赛介绍

Held by Beijing Design Week and China Red Star Design Award, the 2014 Kikkerland China Design Challenge is another successful collaboration of Kikkerland Design with local leading players in design and innovation including China's top online platform—SINA.COM.

This year, the theme was “A Passage Into Design,” which encouraged young talented Chinese designers to present unique ideas based on Chinese heritage that also exhibit the sense of humor and wit characteristic of Kikkerland Design. Since the submission announcement in February 2014, the design challenge has attracted vast attention and active participation within the China design industry. Organizers received a total of 982 design submissions. Creativity, incorporation of Chinese heritage, merchandising plan, and marketability were considered during the initial screening. Thirty items were selected and prototyped during a workshop with professionals. All winning designs from the China Design Challenge will be produced and sold worldwide through Kikkerland's distribution network.

“2014KIKKERLAND中国设计挑战赛”是由北京国际设计周和中国设计红星奖发起主办，携手中国互联网第一平台——新浪家居，同国际知名设计公司KIKKERLAND合作，在中国征集设计和创意的又一次成功案例。

“2014KIKKERLAND中国设计挑战赛”的主题为“突破局限，改善生活，通往设计之路”，意在寻觅下一批突破局限，用灵动幽默的设计改善平凡生活的中国年轻设计之星。从本年度2月启动后，吸引了国内广大设计师与设计爱好者们的参与，共征集982件设计作品。创意性、中国文化元素、可商品化、可生产性为初选阶段的标准。通过设计师一对一工作室指导和历经一个月的模型加工，共有30件入围作品产生。

最终选出的金奖设计师和其作品将会在2015年纽约国际设计周期间推入全球市场。所有获奖作品将被量产，并投入到KIKKERLAND和北京国际设计周的全球销售渠道。



ABOUT BEIJING DESIGN WEEK / 北京国际设计周介绍

Launched with a pilot effort in 2009, Beijing Design Week is a citywide event co-hosted by the Municipal Government of Beijing, the Ministry of Education, the Ministry of Science & Technology, and the Ministry of Culture to nurture a culture of design in a Chinese context. Since 2011, Beijing Design Week has taken place from the end of September through the October National Holiday. Featuring seven key sections (Opening Ceremony, Design Awards, Design Market, Smart City, Design Talent, Guest City and Design Hop) BJDW is a catalyst and incubator for Chinese and international designers, institutions, and organizations to meet and share forwardlooking visions. BJDW offers an expansive overview of China's transforming design landscape, while serving as a laboratory for innovative perspectives from industry and academia that inspire and shape contemporary design, discourse, and practice.

由北京市政府联合教育部、科技部、文化部共同主办的北京国际设计周活动已成功举办四届，是北京市一年一度、具有国际影响力的大型文化活动。北京国际设计周主体活动于每年9月26日至10月3日在北京举办。活动由开幕活动、设计大奖、设计市场、智慧城市、设计人才、主宾城市和设计之旅七项主体内容组成，为国内外设计机构和人才提供展示、交流、交易的服务平台，打造服务公众的“展示周”、服务专业的“交流周”、服务产业的“交易周”。



ABOUT RED STAR DESIGN AWARD/ 中国设计红星奖介绍

Design plays an important role in enterprises' competitiveness, city development, and quality of life. In 2006, China Red Star Design Award was established in China to encourage good design and promote the design industry.

In 2014, the number of entrants leapt to over 5,000 products from thousands of companies. In the past 8 years, there have been 30,485 products designed by 3,716 applicants from 29 countries who have joined Red Star Design Award, many of which are famous enterprises at home and abroad, including: Dell, Motorola, 3M, Whirlpool, Philips, Electrolux, LG, SANY, Lovol, Lenovo, TCL, Hisense, Skyworth, Suning, Midea, Hanvon, Inspur, Little Swan, Li-ning, Tread etc. Now, Red Star Design Award has a large influence on the design industry and within business circles.

Endorsed by International Council of Societies of Industrial Design (ICSID), Red Star Design Award adheres to the principle of "Fairness, Justice, Commonality, Top-Level and Internationalization." Red Star Design Award has been inviting well-known, domestic and international design experts to judge entrants' products and guarantees the award's international level and public credibility.

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ZENG HUI / 曾辉

*Deputy Director, Beijing Design Week
Organizing Committee*

北京国际设计周组委会副主任

MESSAGE FROM BEIJING DESIGN WEEK /

序一：让好设计成为好生活

As the organizer of “2014 Kikkerland China Design Challenge”, Beijing Design Week is thrilled about the collaboration with Kikkerland Design Inc. Together, we have launched a design challenge in China to discover talented Chinese designers who can think outside the box and improve the quality of people's life with inspiring and fun designs.

Nowadays more and more designers in China are dedicated to making people's lives more convenient, comfortable and pleasant through their designs. All CDC award-winning designs will enter the global market. It is also the mission of BJDW to provide a service platform for domestic and international design institutes and individuals to exhibit, communicate, and trade.

Last but not the least, I would like to extend my thanks to Mr. Jan Van der Lande, CEO of Kikkerland, Mr. Thomas Buchheim and Mr. Jaeyu Lee from Kikkerland, for their remarkable dedication to this collaboration. Special thanks to Mr. Chen Dongliang, the Executive Chairman of China Red Star Design Award, Ms. Lou Xiaohong, China Red Star Design Award Director, Ms. Winnie Gao and other partners for all your efforts. We look forward to presenting the China Design Challenge award-winning designs on the international stage.

Wishing “2014 China Design Challenge” a great success!
Thank you!

北京国际设计周作为“2014KIKKERLAND中国设计挑战赛”的主办方之一，很高兴能够 and KIKKERLAND 公司合作，在中国发出设计命题，寻求一批突破局限，以设计改善平凡生活的中国年轻设计之星。

在中国已经有越来越多的设计人士，正在通过他们的设计，让中国乃至整个世界的人们享受着更加便捷舒适和灵动生趣的生活。本次挑战赛的获奖作品将会推入全球市场，通过“国际权威指导”，“全球推广”以及“国际品牌投资生产”及“设计师版权收入”等国际市场的运作方式，搭建一条从好设计到好产品之路，让设计真正产生价值。这也正是北京国际设计周在中国推行的理念：为国内外设计机构和设计师提供展示、交流、交易的服务平台，让好设计成为好生活。

祝“2014KIKKERLAND中国设计挑战赛”圆满成功，让我们一同期待本次挑战赛的获奖中国设计出现在国际舞台上，谢谢！



CHEN DONGLIANG / 陈冬亮

Executive Chairman, China Red Star Design Award
中国设计红星奖执行主席

MESSAGE FROM RED STAR DESIGN AWARD / 序二：从中国创意到全球市场

Welcome, Kikkerland, to China together with China Red Star Design Award and Beijing Design Week co-sponsoring the “2014 Kikkerland China Design Challenge”. As the organizers, we are very thrilled. We know Kikkerland’s products bring people new ways to enjoy life.

The “2014 Kikkerland China Design Challenge” goes hand-in-hand with the Kikkerland philosophy, to stimulate Chinese designers’ imaginations and inspire them to create more intelligent, interesting products and introduce these products to the world market. Today, more and more designers have realized that only creations rooted deeply in local culture can have a lasting influence. The “2014 China Kikkerland Design Challenge” is a platform which not only provides young Chinese designers the opportunity to create new products, but also stimulates talented young designers to bring elements of wit and humor to the long, deep culture of China.

Finally, thanks to Mr. Thomas Buchheim and Mr. Jaeyu Lee from Kikkerland. Thanks to the efforts from Beijing Design Week, Mr. Zeng Hui, Mr. Sun Qun, Ms. Winnie Gao, China Red Star Design Award Office, Ms. Lou Xiaohong, Ms. Dai Bei from Sina, and other members.

Wishing “2014 Kikkerland China Design Challenge” a great success, thank you!

KIKKERLAND来到中国，与中国设计红星奖、北京国际设计周共同发起了“2014KIKKERLAND中国设计挑战赛”，作为主办方，我感到非常高兴。

我们知道，KIKKERLAND的产品带给人们的是乐享生活的新主张。“2014KIKKERLAND中国设计挑战赛”正是契合了KIKKERLAND的理念，并以此激发设计师的想象力和灵感，创造出更多智能、有趣的产品，我们能够从中发现中国最好的设计产品，并把这些产品推向世界市场。

今天，越来越多的设计师已经认识到植根于民族文化心理深处的创造，才能成为具有持久影响力的设计文化。因此，努力进行文化创新成为设计的使命。而“2014KIKKERLAND中国设计挑战赛”正是这样一个平台，不仅为中国新锐设计师们提供了一个从创意到产品再到市场的全程服务机会，更能激发才华横溢的年轻设计师们基于久远、浑厚的中华文化，突破思维局限，用机智与幽默的元素，来展现中国特色的设计文化。

最后，感谢致力于此项工作的KIKKERLAND的设计总监Thomas Buchheim先生以及KIKKERLAND产品总监Jaeyu Lee先生；感谢为此次挑战赛做出努力的北京国际设计周组委会办公室副主任曾辉先生、孙群先生、高焕女士、中国设计红星奖办公室楼晓红女士、新浪家居戴蓓女士和其他合作伙伴。

祝“2014KIKKERLAND中国设计挑战赛”圆满成功，谢谢！



ABOUT KIKKERLAND DESIGN / KIKKERLAND公司介绍

Welcome to Kikkerland Design Inc., where creativity runs rampant and even the most utilitarian gadget becomes a delightful discovery.

Since 1992, the folks at Kikkerland Design have traveled the world in search of original designs for things that can make life more enjoyable. Clever things to intrigue you. Smart things that make everyday tasks easier. And gentle things that make you feel happier when you use them.

It's no wonder that Kikkerland Design continues to offer the world's largest collection of ingenious items combining form, function, and delight in equal parts. You can find them in thousands of stores around the world, including museum and specialty shops. Or you can just stay home and shop from our website. Because if it's inventive, witty, and cleverly designed, Kikkerland Design will bring it to you. Just for the fun of it.

欢迎来到Kikkerland Design Inc.，在这里有无拘无束的创意，即使是最功利主义的小零件，都是令人愉快的发现。

自1992年以来，Kikkerland Design的成员已走遍天下寻找可以让生活更富乐趣的原创设计品。使你着迷的巧妙小玩意、让日常任务变得更轻松的聪明小帮手、与使用他们时会让你更快乐的贴心宝贝。

毋庸置疑的，Kikkerland Design一直提供全球藏量最大，种类最多的精妙产品。你能在世界各地的商店里找到这些集外观、实用和喜悦于一身的商品，当中包括博物馆和专卖店。或者你也可以只待在家里，因为只要是创新、俏皮和设计聪明的产品，只要能到来乐趣，Kikkerland Design都将为你一一奉上。



JAN VAN DER LANDE

Founder and CEO of Kikkerland Design
Kikkerland公司创始人及总裁

MESSAGE FROM KIKKERLAND KIKKERLAND 全球总裁贺词

Welcome to the China Design Challenge presented by Kikkerland Design, Inc., Beijing Design Week and Red Star Design Award. We are especially pleased with the outcome of this international collaborative event that began in February 2014.

The purpose of this event is to explore the potential of new Chinese design. The challenge was to create an item that fits the Kikkerland Design collection of clever and useful products, and simultaneously reflects an aspect of Chinese design and culture.

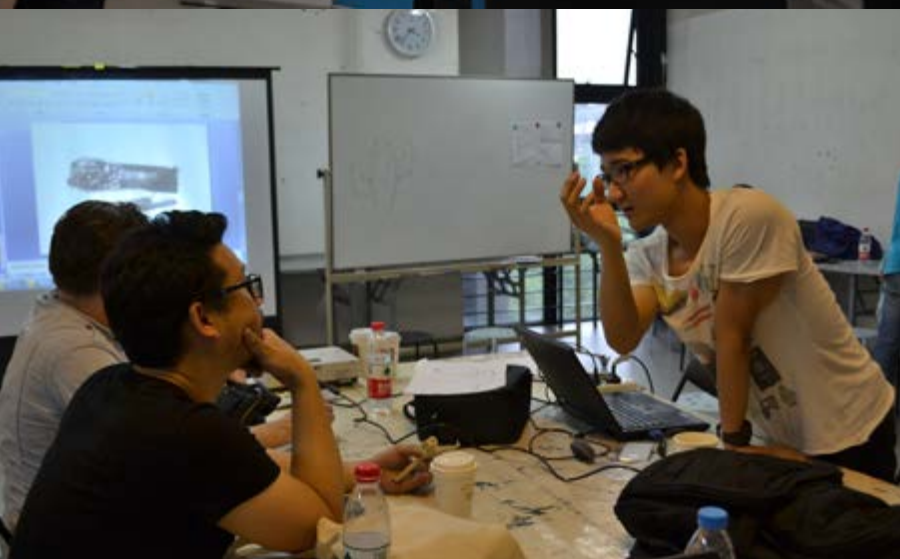
A jury of well-respected designers and design professionals had great fun evaluating nearly one thousand entries ranging from dragon incense burners to cactus pillow covers. The large amount of submissions tells us that there is tremendous interest in product design in China. It was an honor to see so many young people's interest in their heritage, folklore, and culture. This booklet contains the work of 30 finalists. The winning designs will be announced during the 2014 Beijing Design Week. Winning designers will have their products produced, marketed and sold around the world, receiving paid royalties from their design work. The products will also be featured at New York Design Week in May 2015. It is our hope to promote the important role of good design by producing competitions such as the China Design Challenge. These competitions offer opportunities to new designers to create well-designed products, which in turn elevates our quality of life.

Special thanks goes out to Vittorio Sun, Chen Dongliang from the Red Star Design Award, Zeng Hui of Beijing Design Week, the Jury of distinguished design professionals and everyone that contributed nearly 1000 designs to the China Design Challenge, 2014. Please enjoy this booklet and hope to see you in the near future.

欢迎关注由KIKKERLAND公司发起，北京国际设计周和中国设计红星奖共同主办的中国设计挑战赛。我们对这次始于2014年2月的跨国合作设计挑战赛所获得的丰硕成果表示十分欣喜。

这次挑战赛的目的是寻觅中国的新设计潜质。挑战赛旨在征集符合KIKKERLAND灵动、实用的设计品，同时，向世界展现中国设计及文化。挑战赛权威的评审和专家从在中国征集的近1000件设计作品中甄选，这其中发现了很多有趣的作品。如此高的参与度和众多的设计作品体现了中国对产品设计的极大兴趣。我们很高兴看到中国有那么多的年轻设计师对本国的文化传统和风俗有良好继承和弘扬。这本手册展示了30件入围设计作品，最终获奖设计将会在2014北京国际设计周上公布。获奖设计作品将会被生产，投入全球消费市场，并且获得版税收入。获奖作品将在2015年5月的纽约设计周上展示。我们希望通过类似中国设计挑战赛这样的赛事，推广好设计。这样的挑战赛为年轻设计师提供机会，创造好的产品，提升我们的生活质量。

在此，感谢北京国际设计周组委会副主任孙群先生和曾辉先生、中国设计红星奖执行主席陈冬亮先生、挑战赛的评审专家们及所有为2014中国设计挑战赛做出贡献的人们。敬请欣赏这本小册子。





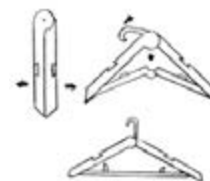
ARROW FOLDING HANGER / 折叠衣架

吕豹 / LV BAO

Everyone knows that a standard hanger is a pain to carry due to its awkward shape; ARROW is a hanger designed with travel in mind. The hanger folds into a bar shape which is easy to travel with and expands into a stable hanger for your clothes.

众所周知，标准衣架携带起来非常不便，而折叠衣架的设计充分考虑到旅行的需要，将衣架折叠成条状，在方便携带的同时又能很好满足悬挂衣物的需要。

THE PLAN OF THE PROJECT

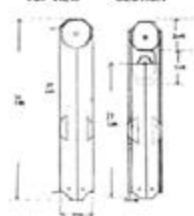


PROJECT DESCRIPTION

Everyone knows that a standard hanger is a pain to carry due to its awkward shape; ARROW is a hanger designed with travel in mind. The hanger folds into a bar shape which is easy to travel with and expands into a stable hanger for your clothes.

Function:
The hanger is designed to be easy to carry and to be stable when it is unfolded. It is made of metal and has a hook at the top. The hanger is designed to be easy to carry and to be stable when it is unfolded.

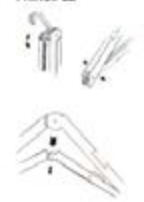
TOP VIEW



SECTION



DETAIL OF OPERATING PRINCIPLE





CHINA SALT & PEPPER SHAKER / 瓷味调味瓶 林紫薇、郭思琪 / LIN ZIWEI & GUO SIQI

This Ming Dynasty inspired shaker splits into three parts for three kinds of spices. The bottles can be refilled from the bottom. The lid covers the other two spices when one is in use. Because the bottles nest, this design also helps to save space.

这个调味瓶合在一起的时候，是一个完整的瓶子，分开之后可以分为三部分，每部分底部都是开放的，方便加入调料。这三部分的固定依赖于调味瓶底部的盖子，盖子套上之后，三种调料合为一体，成为一个完整的瓶子。取用调料时，用拇指按压顶部的其中一部分（一共三部分），露出另一部分的出料孔，即可出料。三个部分之间出料孔一件压着一件，可以保证出料时另外两件调料不被倒出，方便、简单、实用。





KUNG FU HOLDERS / 功夫支架

张晨 / ZHANG CHEN

This plastic holder merges with the Chinese element, Kung Fu. Every pose can be used to hold small objects in daily life such as keys, pencils, jewelry, and decorations. In addition to being useful, the holder is a series of actions which can be collected by anyone interested in Kung Fu.

这个塑料支架的制作灵感来源于“功夫”这一中国元素。每个造型都可用于日常小物品的陈列，例如悬挂钥匙、小饰品，或是支撑筷子、笔等等你能想到的东西。此外，这些支架组成了一系列动作，可供喜欢功夫的人收藏。





CLOUD PAPER CLIP / 云曲别针

闫龔 / YAN YAN

In China, auspicious clouds are said to bring good fortune. These paper clips resemble the peaceful nature of clouds, which is what people need in a crowded and noisy world. The paint on the clip is also light-sensitive and the color will change in different strength sunlight.

该款“云”曲别针的设计来源于中国元素——“祥云”的形态。祥云宁静祥和无拘无束的特质是现代忙碌的人们所缺少的。



材料加工:

此款“云”曲别针仅用一笔便可勾勒出来，非常易于加工。同时，将光致变色化合物加入到涂料里，使其在不同光照情况下呈现不同的颜色。使人们在不经意间体会生活的幸福。



GREAT WALL RULER / 长城卷尺

袁晓涵、张炜茹、李婧、臧凤岐 /
YUAN XIAOHAN, ZHANG WEIRU,
LI JING, & ZANG FENGQI

The Great Wall, stretching like a dragon on the land of China, witnessed our history for thousands of years. It was built to fight the invasion from the enemies, and now it is the landmark of ancient China. It is the pride of China and a symbol of the indomitable hope of good life. Through this product, we are introducing this cultural symbol to the world.

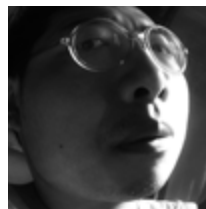
世人皆知，古老的中国，坐落着一条“龙”——长城，长城经历了数千年的风吹雨打，见证了天下的风云变幻，凝缩了中国人几千年的智慧和文明，是世界八大奇迹之一，早就有孟姜女铺长城的古老传说，长城最初是建造用于抵抗外敌，它承载了无数中国人坚韧不屈的精神和生生不息的希望，这样一种精神，理应被世人铭记，我们作为中国设计界的年轻力量，有义务用我们的方式向世界传达我们的长城精神，传播我们的理念，让世人可以通过一件小的产品就明白独属于中国人的骄傲和文化。



MU-JIAN NOTES / 木笺便签纸 杜超越 / DU CHAOYUE

In ancient China, people used wood panels to write on. In the modern world, the paper is still made of wood. The trees are over harvested to make papers. The wood sticky notes and axe together are to remind you that the more paper you use, the more trees have to be cut down.

中国古代有木笺为专供写信用的小木板，同时现代社会较为严重的砍伐现象给了我设计灵感。我的参赛设计作品集“木”和“笺”两汉字的字面解释，设计成木制便签纸。同时将铅笔设计成斧子形状放置一旁，有如树桩被砍断一样，表现了中国当代社会乱砍乱伐的现象。



HELP ME ANIMAL ERASER / “救救我” 橡皮 周寅瑄、江伟杰 / ZHOU YINXUAN & JIANG WEIJIE

Elephant and rhino poaching continues to be a huge problem around the world. When you take the erasers off the packaging, at the same time, it feels like you are also ripping the tusks off of these wild animals, feeling their pain. Please protect them.

这款设计的概念就是把残忍的杀戮夸张放大，把撕裂的行为嫁接到撕橡皮包装上，随着橡皮越擦越小，也就象征着这些动物的生命一点点的在流逝，从而提倡我们关怀与保护野生动物的观念。





ARTIFACT STIRRERS / 西游记调酒棒 王天翔 / WANG TIANXIANG

Journey to the West is one of the greatest classical novels in Chinese Literature. Each stirrer represents the magic weapons used by the main characters of the story so you can feel like a hero all of the time.

采用中国古代神话《西游记》作为设计灵感，每个人小时候都想过当一个超级英雄，拥有一件具有能够呼风唤雨、翻江倒海的强大兵器。所以采用中国古代神话《西游记》中兵器作为设计元素，给使用者带来一些乐趣。



CLIP FRAME / 夹子相框 林思安 / LIN SIAN

The Chinese are known for inventing new tools for certain jobs. For example, the Luoyang shovel changed the shape of the traditional shovel to allow soil to be pulled out when digging. I used this same philosophy when creating this design. The clip makes it easy to change the photo and also functions as the stand.

中国人素来对器物功能有很强的追求，常常懂得在器物上整合各种功能，比如中国人设计的洛阳铲，把传统的铁铲设计成半圆柱形以便能戳击地面将地下的泥土带出，这就是中国人的智慧。我把这种智慧用于设计生活礼品，在夹子的形态上整合各种功能，成为风格强烈且别具个性的夹子礼品系列，不仅有趣而且使产品更加易用，把一种有趣的视觉体验带入生活。





CLIP CANDLES / 夹子烛台 林思安 / LIN SIAN

The Chinese are known for inventing new tools for certain jobs. For example, the Luoyang shovel changed the shape of the traditional shovel to allow soil to be pulled out when digging. I used this same philosophy when creating this design. You can clip everything.

中国人素来对器物功能有很强的追求，常常懂得在器物上整合各种功能，比如中国人设计的洛阳铲，把传统的铁铲设计成半圆柱形以便能戳击地面将地下的泥土带出，这就是中国人的智慧。我把这种智慧用于设计生活礼品，在夹子的形态上整合各种功能，成为风格强烈且别具个性的夹子礼品系列，不仅有趣而且使产品更加易用，把一种有趣的视觉体验带入生活。



COLUMN CANDLE HOLDER / 柱础烛台 **张剑 / ZHANG JIAN**

The candle holders are representative of traditional Chinese architecture. The holder is the base, and the candle forms the shape of the column.

用耐热塑料制成两个白色“柱础”造型的烛台，插入蜡烛后形成完整的建筑“柱体”形象。烛台可单独使用，也可将两个“柱础”烛台插在一个白色长阶梯上，不但可以组合增加亮度，同时具有建筑的仪式感。希望插在“柱础”中的蜡烛，在燃烧的过程中能唤起我们对传统建筑本体的记忆。



ZITHER CORD WRAP / 伏羲琴耳机缠线器 续爽 / XU SHUANG

This product was inspired by Fu Xi Qin, a type of the Chinese traditional string instrument, known as Gu Qin. I wanted this product, meant to be used in the modern age, to contain some elements of ancient China. The combination of ancient and modern elements has made this product not only classical, but also innovative. More than just a cable winder, this product has real connections with music. The shape of this winder looks like a Gu Qin with missing strings, and the earphone cable that winds the winder becomes the strings, which makes a perfect representation of Gu Qin.

设计灵感来自于中国的古琴，其样式取自古琴的一种类型，名为伏羲琴。希望它并不仅仅是一个绕线的工具，而是真正的将具有音乐性质的东西融入其中的产品，其绕线器外形好像是缺少琴弦的古琴，而缠绕收纳后的耳机线正好够成了古琴的琴弦，整体体现古琴的感觉，达到无音胜似有音的契合。



THE TABLE / 圆桌 尹航、谢诚 / YIN HANG & XIE CHENG

This simple, elegant table is made from light wood and is intended for modern homes.

这个创意圆桌采用轻便的木材，适于年轻人家居生活。造型美观大方，不同于寻常家具，带有很强的时尚感，让人看一眼就想带回家。





JOURNEY TO THE WEST BOTTLE OPENERS / 西游记系列开瓶器

林思安、邓钰朗、范湘婷 /
LIN SIAN, DENG YULANG, FAN XIANGTING

The Monkey King from *Journey to the West* is like China's equivalent of Superman. With these bottle openers, the Monkey King and his companions can save the day by helping you open your beer and soda bottles.

本设计灵感来源于西游记中孙悟空盗喝御酒的故事，提取西游记人物面型为造型符号。设计既简练形象，又带中国元素，为生活增添文化气息。忙碌的生活里，就该活得洒脱，活在当下，享受美酒。



“MELTING” STICKY NOTES / 消融便利贴 朱炜基、苏平 / ZHU WEIJI, SU PING

Nature is slowly being used up by humanity. It happens little-by-little so you may not notice it at first, but eventually the resources will be all gone.

消融便利贴在现代人的快节奏生活下是很常见的，在使用便利贴的过程中，随手撕掉一两张或许感觉不到变化，但是随着时间的推移，便利贴迟早会用光。我们设计的这款便利贴正是抓住“随手”这样自然的动作，潜移默化地影响人们的生活方式。



CACTUS PILLOW / 仙人掌抱枕 张迪 / ZHANG DI

This catctus may look tough, but it's actually quite soft. It serves as a reminder not to judge everything or everyone by their looks.

仙人掌抱枕看似坚硬的刺，其实是运用软质的毛绒磨皮材料，与身体接触并不会感到不适。用一种逆反心理设计，把让人不可接近的仙人掌，设计成让人感到舒适的抱枕产品。



CHINESE CALANDAR / 2015老黄历 周易 / ZHOU YI

I always liked the old calendar my great grandparents had when I was young. I made this calendar with my memory of that old style Chinese calendar, to have us remember this calendar culture. Each page in the calendar shows fortunes, lucky numbers, unlucky objects and has a space for notes.

我的设计灵感都来自于我的生活，比如《2015 老黄历》的想法源于小时候对于姥姥家的记忆。在姥爷写字台上总有一本日历，上面写着风水信息、名言警句还有小故事都给我留下了深刻的印象。但现在却很难见到了，我的父母已经不再使用这样一天一撕的日历，所以我就凭着小时候的记忆做了这本《2015 老黄历》。老祖宗用了几百年的日历，上面的信息不应该就这样被人忽略和淡忘。



HUTONG ERASER / 胡同橡皮擦 周易 / ZHOU YI

I grew up in Beijing, which is famous for the Hutong construction. As the streets of Beijing are filled with more and more high-rise buildings, there are less and less Hutong style streets left. The eraser will disappear as you use it, like the disappearing Hutong.

胡同橡皮擦的灵感来源于我身边的所见所闻。我在北京出生长大，经历了北京这些年来的变化，也目睹了许多胡同的拆迁、改造。面对胡同文化即将消失的问题，我有了这个胡同橡皮擦设计。





PINECONE PENCIL SHARPENER / 松果转笔刀 白仁飞 / BAI RENFEI

I should learn from the hard-working squirrels; always prepare and hide enough food for the winter. This is the pine cone pencil sharpener, a little reminder to always keep working hard like the squirrels.

我应该学一只勤劳的松鼠，准备足够过冬的粮食，将那些松果啊核桃啊统统找一个温暖背风的地方藏起来，当然最好是藏到大树的裂缝里，朔风一吹，能听到他们喀拉拉抖动的声音，多么快意，多么踏实，多么富足的感觉！



CLEANLINESS OF CHOPSTICKS / 筷子的洁癖 宗逍逍 / ZONG XIAOXIAO

Giving different color boots to each pair of chopsticks helps to tell which pair is yours if you live together with roommates or have a party. They also help eliminate the need for disposable chopsticks so they are better for the environment!

我想到用什么可以区分大家的筷子。日常生活中的集体性生活，就特别不注意区分，总是你的筷子他用了，其实区分不仅仅是很卫生的而且也很好玩。而且在家里时，亲戚朋友来聚餐，总是用一次性筷子，很浪费！





NING SHUI INSENSE HOLDER / 凝水香具
郑锐意、陈奕腾、陈磊 /
ZHENG RUIYI, CHEN YITENG, CHEN LEI

This is an incense holder. When the smoke falls, it creates beautiful moving shapes within the glass. When the light comes through, you can see clearly how smoke moves, quiet and elegant.

作品以烟下沉的轨迹分为细线、面状、散状三种状态作为设计点，呼应下面的景，形成一个整体有趣的微缩景观。透过光照我们能清楚的看清烟扩散的轨迹，从“细水流长”到“混沌朦胧”，烟在半密闭的容器中运动，自由、优美，带来无尽的美感和沉思。



LIGHT OF WISDOM / 智慧之光
杨燕、李晓霞 /
YANG YAN, LI XIAOXIA

In China, we use traditional style paper lanterns at a lot of festivals. This lantern is made from paper, and is easy to create many beautiful shapes with.

在传统节日中的一些折纸灯笼给我们的设计带来了很大的灵感，一张纸可以折成一整个灯笼，伸缩性很强，方便携带，漂亮方便，很受大家的瞩目。



DRUM CASTER SPICE BOTTLE / 石鼓墩调料瓶 林存真 / LIN CUNZHEN

This idea is from my old Chinese style landscape plan. In the old style Chinese landscapes, people always use stone tables and drum shaped stone stools with carved patterns. These spice bottles bring this shape to the landscape of your table top.

此次设计作品，是我整个复兴中国园林生活计划的前期实践，中国园林文化，包含诗、书、画、诗、酒、花等中国文人常态生活内容，也具有中国哲学思想中的出世、入市、隐逸、中庸等各方面的源流，园林的置物治景既具有文化涵养，又具备中国传统生活智慧，比如各样吉祥纹样的应用。



JIANG-SHANG TEA SET / 姜太公泡茶器 王磊 / WANG LEI

This tea holder comes from the old Chinese story of Jiang Taigong. He uses straight fishhooks (or even no hook at all) because he believed that the fish would come to him when they were ready to be fished. Now you can have Jiang Taigong patiently hold your tea bag while it steeps.

利用姜太公钓鱼的典故来泡茶。让泡茶的节奏慢下来，让人在紧张的同时有一丝小情调在其中，泡茶叶何尝不是一种风景。



GUI-JU MULTIFUNCTIONAL RULER / 规矩多功能竹具

李超然 / LI CHAORAN

I grew up with bamboo around me. My neighbor was a bamboo crafter, and I've seen many things made of bamboo. With bamboo's flexibility, you can use this product as a ruler when it is flat and you can also use it as math compass by bending it.

中国传统文化里又经常提到，食可无肉，居不可无竹。我小时候楼下就是篾匠，所以从小玩竹子。我想将竹精神跨界渗入学习工具之中。利用竹子的柔韧性与弹性，笔直做尺规，弯曲做圆规。不仅环保绿色，还可以在在生活中时刻提醒自己的言行，能屈能伸，遵守道义，守规矩。



THE GOLDEN RING KEYRING / 金箍圈钥匙扣 张林伟 / ZHANG LINWEI

In *Journey to the West*, the Monkey King is given a headband that prevents him from misbehaving and teaches him humility and restraint. This keyring is based on that headband.

之所以设计这个钥匙扣，是因为中国古典四大名著之一《西游记》中孙悟空这人物给了我非常深刻的印象，这也是我们儿时的一个美好回忆。



BAMBOO CHAIR / 嘉竹椅

何汉 / HE HAN

This is a very traditional Chinese bamboo chair, made of bamboo completely by using a variety of techniques such as bending, clipping, mortise and tenon joints.

在我的椅子设计当中并没有过多的去追求造型的独特性，而是以展现竹集成材扭曲的美感为目的，将这种竹集成材的扭曲美感建立于“传统”之上。作品中“夹”、“扭曲”是设计语言，“夹竹”跟“扭曲”的设计手法和“榫卯结构”的结合体现了工艺之美的设计理念，同时也是个人对材料之美的一种理解。





RAINY PERGOLA / 云雨花架 杨万里 / YANG WANLI

Having the water dripping to the planter through the wires makes the water flow soft enough to avoid plant damage. As a designer, I also observe our daily life and try to improve how people live.

云彩的流水经过分散的钢条“过滤”后，使得灌溉变得均匀且温和，避免了以往水流对弱小植物冲击造成的损伤，确保了植物的健康成长。我是一个抱着设计的态度去观察生活的人。通过设计的手法融合对于生活的细心思考的结果去唤醒人们潜意识里的需求点，力求自然、温和的去影响、改变人们的生活习惯。产品设计不只是优良的物理功能添加，有时我甚至会用设计去影响人们的思想和观念。

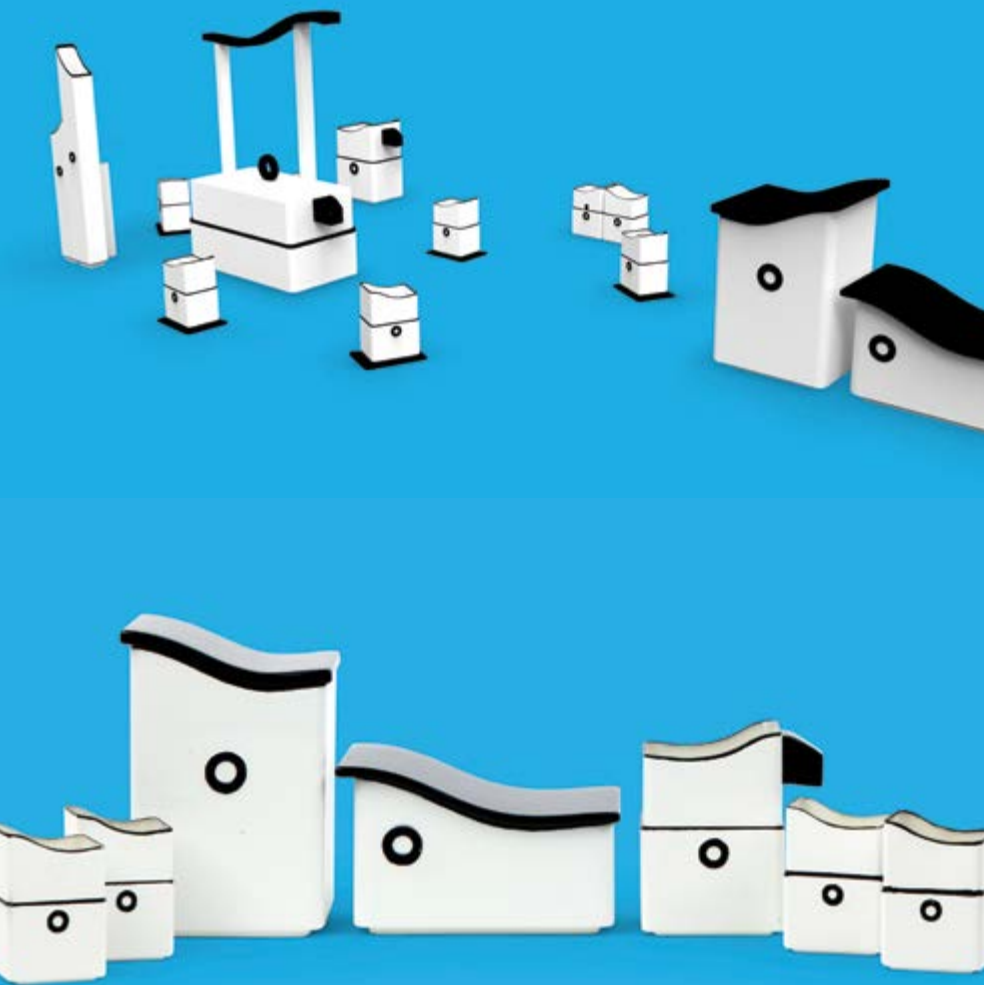




CLOUD BOOKMARK / 祥云组合书签 吴秋昱 / WU QIUYU

The auspicious cloud has been a symbol of good luck for thousands of years. Its history is long similar to that of books. The fun bookmarks brings together the mutual history of two objects.

“祥云”的文化概念在中国具有上千年的时间跨度，是具有代表性的中国文化符号。书是由很多文字组成的，云也是由许多元素组成的，二者会碰撞出更多的火花。将祥云不同的变化设计成不同使用方式的书签，给读书带来了乐趣。



JIANGNAN IMPRESSION / 江南印象

王妮娜、欧阳吉勇 /
WANG NINA & OUYANG JIYONG

This tea set is just like the Jiangnan old townhouses, with white walls and black tile, graceful and quiet. This set is made of ceramic and wood, simple but elegant, just like the white and black house architecture style.

这套茶具元素来源于江南古镇，白墙黑瓦总给人宁静、素雅的感觉。在材料上运用陶瓷和天然的木材结合，不同的材质发挥其优势，使其更加完美。茶具造型简约而不简单，十分贴切徽派建筑文化的内涵，让人们在品茶的同时可以感受到徽派建筑的文化气息。

JUDGES / 评审信息



JAN VAN DER LANDE

KIKKERLAND设计品公司总裁

1992年开办了KIKKERLAND设计品公司。Jan从荷兰移民到纽约，目前居住在一艘荷兰的船上，想要以此维持他荷兰style的生活方式。而这种独特的生活方式也成为KIKKERLAND的设计理念。KIKKERLAND开办20年以来已经成为世界上最成功的的设计品分销及制造公司。现在

他还在世界上找寻那些“能给人们带来乐趣而独特”的设计品。

Jan is the President of Kikkerland Design Inc. Kikkerland Design was founded in New York in 1992. Jan immigrated from Netherlands to New York and still lives on his boat to maintain his Dutch living style. By expanding on this style, Kikkerland has become one of the most successful design and distributing companies in the last twenty years and continues to focus on creating “special and fun” products.



THOMAS BUCHHEIM

KIKKERLAND设计师 Thomas精通平面设计，摄影和雕塑。2005年开始介入设计咨询及产品设计，是KIKKERLAND设计团队中的一员，与全球的客户合作。Thomas曾多次负责KIKKERLAND的设计品展览。2012在东京设立工作室，对亚洲文化及设计有系统的研究，同时扩大业务至亚洲市场。

Design consultant. Thomas is proficient in graphic

design, photography and sculpture. In 2005 he began to provide design consulting and product design in collaboration with customers worldwide. Thomas has repeatedly been responsible for Kikkerland product exhibitions. He started his own studio in Tokyo 2012, to study Asian culture and design, while expanding its business into the Asian market.



JAEYU LEE

2006年开始, Jaeyu Lee成为KIKKERLAND设计品公司在纽约的顶尖产品设计师之一。他出生于首尔,毕业于费城艺术大学,并且在韩国的弘益大学学习了机械工程专业 Jaeyu设计了种类繁多的产品,每一件都代表着KIKKERLAND的设计品质,并且在世界范围内的KIKKERLAND礼品店及艺术馆精品店中畅销不止。其作品经常出现在诸如纽约

时报, Codigo 杂志, 和多米诺杂志上。同时他还常常与来自世界各地的独立设计师合作作为KIKKERLAND的首席设计师之一, 他的多件作品被收藏在世界各地的Kikkerlandd艺廊和博物馆中。

Jaeyu Lee has been one of Kikkerland's top product designers since 2006. He was born in Seoul, Korea, and graduated from the University of the Arts in Philadelphia as an Industrial Design major. At Kikkerland Jaeyu has designed a wide range of products which represents Kikkerland's style and quality. His works have appeared in the *New York Times*, Codigo, and magazines such as *Domino*, etc. He also works with independent international designers to develop their designs, and his works have been collected in galleries and museums around the world.



石振宇 / SHI ZHENYU

清华大学美术学院副教授，中国工业设计协会理事。曾为国内外许多著名企业研发设计新产品。作品荣获美国、英国、德国、法国和俄罗斯等国家的多项产品奖。有七项设计产品荣获中国创新设计红星奖，其中两项为金奖。

Associate Professor of the Academy of Art & Design Tsinghua University; Member of the China Industrial Design Association. He used to work with many well-known enterprises at home and abroad to develop new products. His works won many awards in the United States, Britain, Germany, France and Russia and other. There are seven designs which won the China Red Star Design Award, including two for the gold medal.



王敏 / WANG MIN

中央美术学院设计学院院长，长江学者特聘教授，博导。国际平面设计师协会（AGI）会员；北京奥组委形象与景观艺术总监。他多次参加国际重大展览并获奖，其作品被多家博物馆收藏。

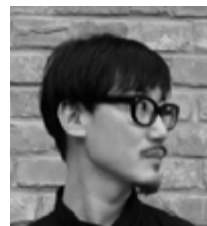
Dean of the Design School of Central Academy of Fine Art; Professor and PH.D Advisor of Cheung Kong Scholars; Member of Alliance Graphique Internationale (AGI); The Image and Landscape Art Director of the Beijing Olympic Organizing Committee. Many of his designs won awards at big international exhibits and many are included in museums.



柳冠中 / LIU GUANZHONG

清华大学美术学院责任教授、博士生导师；中国工业设计协会副理事长兼学术和交流委员会主任；香港理工大学荣誉教授；中南大学艺术学院兼职教授和博士生导师；哈尔滨工业大学等兼职教授；南京理工大学设计艺术与传媒学院名誉院长。

Professor and PH.D. Advisor of the Academy of Art & Design Tsinghua University; Vice Chairman of the board, the director of Academic and Exchange Committee, of China Industrial Design Association; Honorary Professor of the Hong Kong Polytechnic University; Adjunct professor and Ph.D Advisor of Art Institute of Central South University; Adjunct professor of Harbin Institute of Technology; Honorary president of Nanjing University of Science & Technology School of Design Art & Media.



刘治治 / LIU ZHIZHI

生于北京。国际平面设计师协会（AGI）会员。2004年任德国古纳雅尔出版集团特邀艺术顾问，任教于中央美术学院。设计作品曾获东京字体指导俱乐部提名奖，纽约国际艺术指导俱乐部提名奖，日本“Rong”平面设计竞赛最高奖等众多奖项。

Born in Beijing. Graphic designer, member of Alliance Graphique Internationale (AGI). He was invited as the art consultant in 2004 by Germany's Gruner Jahr Publishing and taught at the Central Academy of Fine Arts. His works won the Tokyo TDC Award nomination, New York ADC Award nomination, Japan "Rong" Graphic Design Competition highest award and many other awards.



戴蓓 / DAI BEI

新浪家居执行总编，资深媒体人，多年来一直致力于家居行业观察和中国原创设计的推广与发掘，近年来，在广州家具展和上海家具展上发起的“打击抄袭，曝光山寨”活动，得到了众多国内设计师和品牌的支持。连续担任北京国际设计周专家团成员，是2014KIKKERLAND中国设计挑战赛的发起人之一。

Sina Home Executive Chief Editor, She has been committed to the home industry observation and the promotion of Chinese original design. She is continuously named as one of the Beijing International Design Week expert group members and one of the initiators of 2014 KIKKERLAND China Design Challenge.



高焕 / WINNIE GAO

北京国际设计周国际项目总监、中国设计挑战赛总负责人。她为北京国际设计周监制了多项重要活动和项目，其中2014年她主导的中国设计挑战赛项目，联合国内外知名企业，获得了良好的社会反响。

Director - International Projects of BJDW; head of the China Design Challenge. Winnie coordinates public relations and directs events and projects throughout Beijing Design Week. She fills many important roles working with various international and local organizations supporting China Design Challenge 2014.

新浪家居介绍 / ABOUT SINA

新浪家居联手北京国际设计周和国际设计品牌 KIKKERLAND，共同发起“2014 KIKKERLAND中国设计挑战赛”，在中国寻觅下一批突破局限，用灵动幽默的设计改善平凡生活的中国设计之星。

2008年新浪拆分房产、家居频道。如今，新浪家居已成为国内装修第一门户。每天200万访问人数，日均1000万点击量；200万注册会员；企业注册会员85万；百度权重指数高于同行业网站3倍。

2014年，腾讯1.8亿美元入股乐居。新浪家居，成为唯一坐拥“微博”、“微信”两大新媒体利器的家居门户媒体。新浪家居已成为设计师精英网络会所，拥有国内外一线顶尖设计大师20多位著名设计师近10000名每年举办设计师高峰论坛近20场凭借新浪家居的运营优势和推广资源优势，承办了“2014 KIKKERLAND中国设计挑战赛”官方网站，为设计好作品提供展示平台。

Together with Beijing Design Week and international design brand, Kikkerland, Sina Home co-sponsored the “2014 Kikkerland China Design Challenge,” which is looking for the next generation of Chinese design stars who can break through limitations and create clever and fun designs to improve our everyday lives. In 2008, Sina split into Estate and Home channels.

Today, Sina Home has become the number one portal of decoration domestically, with 2,000,000 daily page visits, average daily 10 million hits, 2 million registered members; 850 000 registered enterprises members, and three times Baidu weighted index higher than other same industry website . In 2014, Tencent bought \$180 million shares of Sina Home. Since then Sina Home has become the only home media gateway owning “micro-blogging” and “wechat,” the two biggest new media forms.

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ORGANIZERS / 主办机构

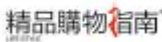


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