

北欧设计

创意局



1987

北欧各国在设计和创意领域有着悠久的传统。北欧设计通常以简约、线条简洁和实用为特点。

北欧设计创意周由丹麦王国驻上海总领事馆、芬兰驻上海总领事馆、挪威王国驻上海总领事馆和瑞典驻上海总领事馆主办，北欧文化基金和上海市对外文化交流协会协办。北欧各国驻沪总领馆力争通过北欧设计创意周创建一个互动平台，展现可持续和创新设计的北欧理念，倡导设计是一个过程而非仅仅一件产品的概念。

The Nordic countries have a long tradition within the fields of design and innovation. Nordic design is often characterized by simplicity, clean lines and functionality.

Nordic Design and Innovation Week is a project amongst the Consulates General of Denmark, Finland, Norway and Sweden, supported by the Nordic Culture Fund and Shanghai International Culture Association. With Nordic Design and Innovation Week, the Nordic Consulates General in Shanghai strive to create an interactive platform to showcase the Nordic concept of sustainable and innovative design, and to promote the idea that design is also a process, not just a product.

星期五

11.1

开幕日

OPENING

CEREMONY

**10:00-11:30 开幕式和新闻发布会**

**11:30-12:30 午餐：北欧方式诠释中国经典**

瑞典主厨Tareq Taylor将运用本地有机蔬菜和挪威海鲜，以全新的北欧方式来诠释经典中餐-汤面。

**13:00-15:30 Powered by PechaKucha 研讨会：北欧设计。**

PechaKucha 是一种演讲方法，即用20张幻灯片、每张20秒——总共6分40秒来进行演讲。整个演讲力求精简和快节奏。在该研讨会上，几位北欧和中国嘉宾将阐述他们对北欧设计的理解。

**20:00 北欧设计创意周开幕派对晚会“雪国之夜”。**

与《外滩画报》合办。着装要求：时尚白与火焰红。

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**10:00-11:30 Opening ceremony and press conference**

**11:30-12:30 Lunch: "Nordic take on Chinese classics"**

Swedish chef Tareq Taylor will serve a Nordic take on a classic Chinese noodle soup containing local sustainable vegetables and Norwegian seafood.

**13:00-15:30 Powered by PechaKucha seminar on Design in the Nordic region**

PechaKucha is a presentation methodology in which 20 slides are shown for 20 seconds each –so six minutes and 40 seconds in total, keeping presentations concise and fast-paced. This seminar features several Nordic and Chinese speakers that are presenting their view on Nordic design.

**20:00 Nordic Design and Innovation Week**

**Opening Party Opening Night**

"Icy Nordic with a hint of fire" is the theme of Nordic Design and Innovation Week's opening night event, that's arranged in cooperation with the Bund Magazine. Dress code: stylishly white with a touch of fire!

SAT  
星期六

11.2

北欧新美食  
— 创新在行动

NEW NORDIC  
FOOD  
— INNOVATION  
IN MOTION

北欧新美食不但已经取得全球性成功，而且也是一个充满特色的多方位运动。本次研讨会将由国际电视节目《塔雷克·泰勒北欧美食》主持人塔雷克·泰勒主厨介绍北欧新美食的来由。此外，Soulland + I'm a Kombo设计公司还将为与会者奉上一场名为《北欧食尚》的创意美食+时尚服装秀。

### 13:00-16:00 北欧烹饪大师班

BBC电视系列片《塔雷克·泰勒北欧美食》主讲人塔雷克·泰勒主厨将就北欧美食烹饪主持一堂大师班讲座。泰勒主厨将带领与会者通过北欧食材，尤其是挪威海鲜，体会一场美食之旅。

### 18:00-20:00 《北欧食尚》

您是否想知道当创意美食设计与斯堪的纳维亚最具前途男装时尚品牌相互PK时会发生什么情形呢？

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New Nordic Food is not only a success worldwide, but also a movement filled with a variety of aspects and features. This seminar will tell the story of New Nordic Food put into action by Chef and international TV personality Tareq Taylor of Tareq Taylor's Nordic Cookery. Moreover, designers Soulland + I'm a Kombo will spoil us with a creative food & fashion treat: NORDIC FOOSHION.

### 13:00 - 16:00 Master class on the Nordic Kitchen

Chef Tareq Taylor from the BBC TV series TAREQ TAYLOR's NORDIC COOKERY will host a master class on the Nordic Kitchen. Through this culinary experience Taylor will guide the participants on a journey through the Nordic larder focusing on Norwegian seafood.

### 18:00-20:00 Nordic FOOSHION

What happens when you pitch innovative food design against one of Scandinavia's most promising men's fashion brands?

SUN  
星期日

11.3

清新  
北欧时尚

NEW  
NORDIC  
FASHION

北欧时尚行业共同继承着一种独特的工艺遗产与传承。与此同时，北欧各国以简约明朗和负有社会责任感的商务行为而闻名于世。今天，我们将向观众展示北欧时尚行业新潮流的真谛。

**10:30-12:00** 三家北欧时尚学院研讨会 - «北欧时尚史»

**13:00-14:00** 三位北欧设计师将展示各自的作品系列 - 《如何让优秀设计兼具可持续性》

**14:00-15:00** 挪威、瑞典及丹麦时尚研究所介绍《如何将可持续性用于商业动力》

**15:00** I'm a Kombo - «控制与巧合»: 纺织与美食设计案例介绍

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The Nordic fashion industry shares a unique design heritage and tradition for craftsmanship. At the same time the Nordic countries are globally known for a clean and socially responsible business conduct. This day will provide the audience with an insight to this new trend in Nordic Fashion industries.

**10:30-12:00** Seminar by the three Nordic Fashion Institutes on - "History of Nordic Fashion"

**13:00-14:00** Three Nordic designers present their collection - "How to make great designs sustainable"

**14:00-15:00** Presentations by Norwegian, Swedish and Danish Fashion Institutes - "How to use sustainability as a business driver"

**15:00** I'm a Kombo - "Control and Coincidence": a case presentation on textile and food design

# MON

星期一

# 11.4

北欧新美食  
- 创新在行动

Seminar  
on  
Nordic design

**09:00-11:00 北欧商会活动:** 关于在中国应用北欧设计的见解  
仅限受邀者

**13:00 北欧设计研讨会**

研讨会中, 来自四所北欧领先的设计学院的演讲者们将会围绕设计是一种过程, 而不仅仅是一项产品展开讨论。观众们将接纳北欧特定思维方式的关键见解, 从而让北欧的设计师们去创造不仅外表美观, 而且功能强大, 极具创造性的事物。

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**09:00-11:00 Nordic Chamber Event about insights of implementing Scandinavian design in China** (By invitation only)

**13:00 Seminar on Nordic design**

A seminar given by speakers from the four leading Nordic design schools revolving the notion that design is a process not just a product. The audience will be given key-insights to the specific Nordic way of thinking that allows Nordic designers to create objects that are not only aesthetically pleasing, but also highly functional, and oftentimes immensely creative.

TUS

星期二

11.5

丹麦设计  
与创新日

Danish Design  
and  
Innovation day

## 10:00 超越美学的设计

论坛设有演讲和适度的问答环节，聚焦创新的组成部分——设计与设计方法，尤其侧重于丹麦的强项，如超越美学的设计以及设计是种过程，而不仅仅是形状和颜色的改变。

## 18:30 有机会与一直以来最优秀的丹麦羽毛球名将彼得·盖德见面

仅仅一晚，领略最好的丹麦。短短几小时，出席者将从体育、美食、设计的世界中感受到最好的丹麦。你将有机会和真正的小美人鱼拍照留念，并且赢得在哥本哈根举办的2014世界羽毛球锦标赛的一场球赛门票。

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## 10:00 Design beyond aesthetics

Forum with speakers and a moderated Q&A session with focus on design and design methods as an integral part of innovation, with particular focus on Danish strongholds, such as design beyond aesthetics and design as a process rather than just shape and color.

## 18:30 A chance to meet one of the all-time best badminton players Mr. Peter Gade

The best of Denmark in just one night. Participants will experience the best of Denmark, from the worlds of sports, foods, and design in only a few hours.

You will also have the opportunity to have your picture taken with a real-life little mermaid, and enter a competition to win tickets to the 2014 badminton world championships in Copenhagen.



WED

星期三

11.6

芬兰  
清洁设计日  
Clean Design  
from Finland

## 10:00 – 20:00 芬兰清洁设计日

清新的空气和洁净的水质都是我们一直认为理所当然的。一旦失去，我们不是埋怨工业就是指责政府。重大决策的制定往往要经历漫长的时间，但事实上每个人都能通过举手之劳来改善他/她们日常生活的品质。

芬兰清洁设计日将展示许多芬兰清洁技术公司帮助个人改变世界的例子。这些公司在节约能源、废品回收、清洁水质等方面拥有许多行之有效的方案。清洁设计日当天，芬兰公司将与我们分享他们的独特见解，到时候您将有机会参与讨论并提出疑问。

活动当天将由一场特邀研讨会、专题讨论会和芬兰美食晚宴组成。

## 10:00 – 20:00 Clean Design from Finland

Fresh air and clean water are things we often take for granted. When we do not have them, we blame the industry or the government. Big decisions take a long time but there is actually a whole lot an individual can do to improve the quality of his or her daily life.

The Clean Design Day showcases examples of Finnish cleantech companies that can help an individual to make a difference. A big difference. These companies have practical solutions for saving energy, recycling waste and cleaning water to name just a few examples.

On the Clean Design Day the Finnish companies will share with us their insights, and you have the possibility to discuss and ask questions.

The day consists of an invitational seminar, a panel discussion and a dinner of delightful Finnish eco-cuisine.

THU

星期四

11.7

挪威服务设计日

NORWEGIAN  
SERVICE DESIGN  
DAY

### 9:00-12:00 以设计带动海事及公共领域的创新研讨会

本次研讨会将举行一系列案例研究：如何通过教育、科研和实践进行设计开发，设计是如何对公共与私有行业的创新和其价值的产生作出贡献？

### 19:00 通过气候变化技术实施碳排放管理

碳捕捉与贮存相关创新技术研讨会 - 与上海挪威商会联合主办。

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### 9:00-12:00 Design driven Innovation in Maritime and Public Sectors

This seminar features a series of case studies addressing how we develop design from education, research and practice. How can design contribute to innovation and value creation for the public and private sectors?

### 19:00 Climate change Technology to manage Carbon Emissions

A seminar in cooperation with the Norwegian Business Association in Shanghai on innovation and technology related to carbon capture and storage.

星期五

11.8

瑞典  
工业设计日

Shaped  
by Swedes

**9:30 - 12:00 瑞典设计——从产品到过程** (研讨会结束后将提供午餐)

研讨会聚焦于设计的过程，而非产品本身。会议将以简短的主题发言开始，之后是互动讨论环节，并将围绕讨论服务设计和富有感情的创新如何在公司和企业层面，决定未来业务的发展思路。来自沃尔沃工程机械、吉利汽车、中国银行、Veryday、林雪平大学和同济大学的嘉宾将与大家分享他们的见解。研讨会由著名的交流专家 Johan Björkstén (大龙) 主持。

活动向公众开放

**19:00 - 21:00 北欧归国校友招待宴会**

仅限受邀校友

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**9:30 - 12:00 Shaped by Swedes - from product to process (followed by a networking lunch)**

This seminar explores design of processes, rather than of products. The seminar features concise presentations and interactive discussions on how service design and emotional innovation shape the thinking of tomorrow's business in companies and entities, including Volvo CE, Geely, Bank of China, Veryday, Linköping University and Tongji University (tbc). Moderated by the prominent communication expert Johan Björkstén.

Open to the public

**19:00 - 21:00 Nordic Alumni Reception**

By invitation only

SAT  
星期六

11.9

儿童创意设计  
工作坊

Creative Design  
Workshop  
for Children

**下午: 13:00 – 16:00 儿童创意设计工作坊**

周六下午的工作坊专为儿童们所设计。下午的活动包括创意绘画工作坊，创新好玩的小活动，北欧的音乐家，动画片和儿童电影。通过儿童创意设计工作坊，我们希望能激起下一代对北欧设计的激情。儿童需要有监护人陪同。

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**Afternoon: 13:00 – 16:00 Creative Design  
Workshop for Children**

Saturday afternoon's events are designated for creative children. The afternoon consists of creative painting workshops, innovative and playful activities, Nordic child musician, cartoons and movies. Through the creative design workshop for children, we want to stimulate next generation's passion toward Nordic design. Children's guardians required.

SUN  
星期日

11.10

北欧设计  
创意影像观赏

Nordic Design  
Video  
Screening

**14:00**

我们希望在北欧设计与创新周中呈现一系列影像资料。为期一天的影片观摩环节可以捕捉到一些最具创意的想法和作品。这些影像资料将激发有关当代生活中科技和创新作用的辩论。观众将沉浸在这场建筑，音乐等多种艺术形式的视觉盛宴中，探索自我表达的新方式。

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**14:00**

We are delighted to present a selection of videos in Nordic Design and Innovation Week. The one-day screening program features some of the most creative minds and crafts. Being an active part of the Nordic culture scene, these videos also stimulates debate on the role of innovation and technology in contemporary life. Audiences will be able to discover new ways of self-expression while immersed in these visually vigorous images of architecture, music and other art forms.

## 参展北欧设计院校的介绍 Nordic School Introduction



### 阿尔托大学

阿尔托大学艺术设计和建筑学院是一所涵盖设计、媒体、建筑、电影、艺术教育和艺术的高等教育院校，是北欧地区最大的艺术设计和建筑类院校，享誉世界。

该学校聚焦跨学科教学：在结合学生各自学习领域精髓的同时，学院赋予学生跨学科思考的可能性。其教学的独特之处是能够将悠久传统经验结合新思考，从而获得创新的解决方案。

### Aalto University

The Aalto University School of Arts, Design and Architecture is an institution of higher education for design, media, architecture, motion picture, art education and art. The School is the largest art, design and architecture institution in the Nordic region and one of the most renowned in the world.

The university has focus in cross-disciplinarity: it offers students the possibility to think outside the box and combine the best of the different fields within their degree. The School's unique character is a result of its ability to combine experience stemming from a long tradition with new thinking in a way that enables new, creative solutions.



Arkitektur- og designhøgskolen i Oslo  
The Oslo School of Architecture and Design

## 奥斯陆建筑与设计学院

奥斯陆建筑与设计学院是一所具有国际水平、以学术研究为基础的独特教育机构。自1945年成立至今，该学院一直得到充足的国家经费支持，享有国际声誉，并保持优越排名。

学院一贯秉承广博的设计理念，注重设计与当代社会关联度的重要性。

研究方向包括设计如何为创新作贡献和价值创造以及生态可持续性、社会创新设计和普遍性设计。多样化的设计方式意识——即兼具商业性、责任性和实验性——有助于设计专业学生的个性发展。

## The Oslo School of Architecture and Design (AHO)

The Oslo School of Architecture and Design (AHO) offers a unique research-based education of international standing. Established in 1945 today it maintains solid national funding, international distinctions and prominent rankings.

The Institute of Design maintains a broad approach to design that emphasises the relevance and importance of design within contemporary society. Issues such as ecological sustainability, design for social innovation, universal design as well as how design contributes to innovation and value creation are stressed. An awareness of different approaches to design – commercial, responsible and experimental – facilitates the individual development for the student as a designer.

# beckmans college of design

## 贝克曼斯设计学院

贝克曼斯设计学院位于斯德哥尔摩市中心，是斯堪的纳维亚最杰出的设计学院之一，多次荣获国际奖项。学院以其独特的方式在时尚、视觉传播及产品 and 室内设计领域提供富于远见和创造性的高等教育。

学院鼓励学生通过创造性及理论性思维的训练，在创新型和社会化的学习中，从而能够在不断变化的交流和设计方式中发挥积极的作用，并产生参与构建有责任的现代文化的强烈动力。

贝克曼斯设计学院的特别之处在于其与公司和研究机构在许多项目上的积极合作。

## Beckmans College of Design

Beckmans College of Design is one of the most outstanding and internationally award winning Colleges in Scandinavia. It offers a unique visionary and creative higher education in the fields of Fashion, Visual Communication and Product and Interior Design. The College is located in central Stockholm.

At Beckmans, students are trained in creative and theoretical thinking, innovation and social studies, in order to be able to assume an active role in changing communicative and design approaches and have a strong incentive to participate in forming a modern culture of responsibility.

What makes Beckmans so special is its active partnerships with exciting companies and institutions in connection with many of its projects.





## 科尔丁设计学院

坐落在丹麦的科尔丁设计学院有着45年的历史，提供时尚、纺织、工业设计和通讯设计方面的3年制学士和2年制硕士学位。

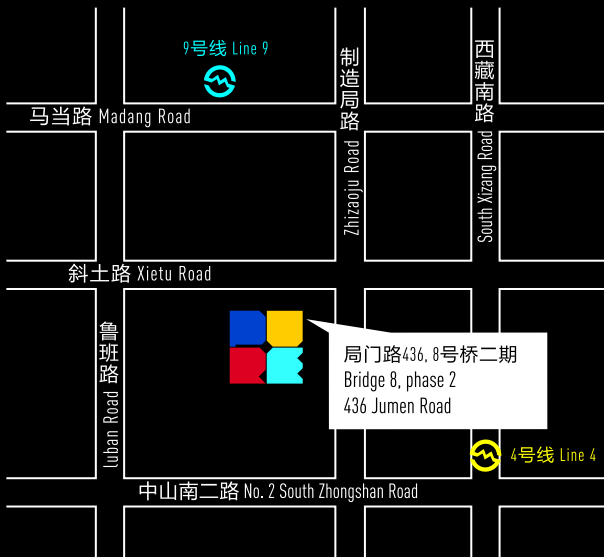
学校以平等和以人为本为原则，聚焦有意义的设计。该校因材施教，根据每个学生的特点及天赋实施教学，根据学生的能力和他们的工作方式，给出有着特定用途背景的——特别是与行业互动的——设计任务。学校不仅具有一批备受公众认可的关注新兴发展设计领域和从事博士项目研究的教职人员，同时还提供设施完善的工作室，供学生从事专业实践。

## Kolding School of Design

Kolding School of Design is a 45 years old institution located in Denmark offering a 3 year Bachelor and 2 year Master Degree in the following design areas: Fashion, Textile, Industrial Design and Communication Design. The school is anti-hierarchical, founded in humanism and focusing on design that is meaningful. DK's student intake is based on talent. The school cultivates and value talent and challenges it by teaching their students to reflect on their own process and by teaching them to collaborate by completing tasks related to specific contexts of use, preferably in interaction with industry. Kolding offers an academic setting that comprises a number of recognized researchers focusing on the emergent research field of design and a growing output of PhD projects. At the same time, Kolding requires their school faculty to be practitioners in their field, and our esteemed visiting faculty insures inspiration from professional practice.

地点：上海市黄浦区局门路436号，八号桥二期

Venue: Bridge 8, phase 2, 436 Jumen Road, shanghai



## 主办/Organizer:



ROYAL DANISH CONSULATE GENERAL



CONSULATE GENERAL OF FINLAND  
SHANGHAI



CONSULATE GENERAL OF SWEDEN  
Shanghai



Aalto University



Arkitektur- og designhøgskolen i Oslo  
The Oslo School of Architecture and Design



NORWEGIAN CONSULATE GENERAL

beckmans  
college of design



## 中方特别支持机构/ Official Chinese Partner:



上海市对外文化交流协会  
Shanghai International Culture Association

## 中方合作/ Chinese Partner:

THE BUND  
外滩画报



同济大学  
TONGJI UNIVERSITY  
同济大学设计创意学院



Sino-Finnish Centre  
Tongji University  
同济大学中芬中心

NORDOX  
NORDEX GROUP

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## 外方协办/Nordic Partners:



norden

Nordisk Kulturfond



newnordicfood

NORDIC FASHION ASSOCIATION



Si.

Swedish Institute.

NORSK FORM  
Foundation for Design and  
Architecture in Norway



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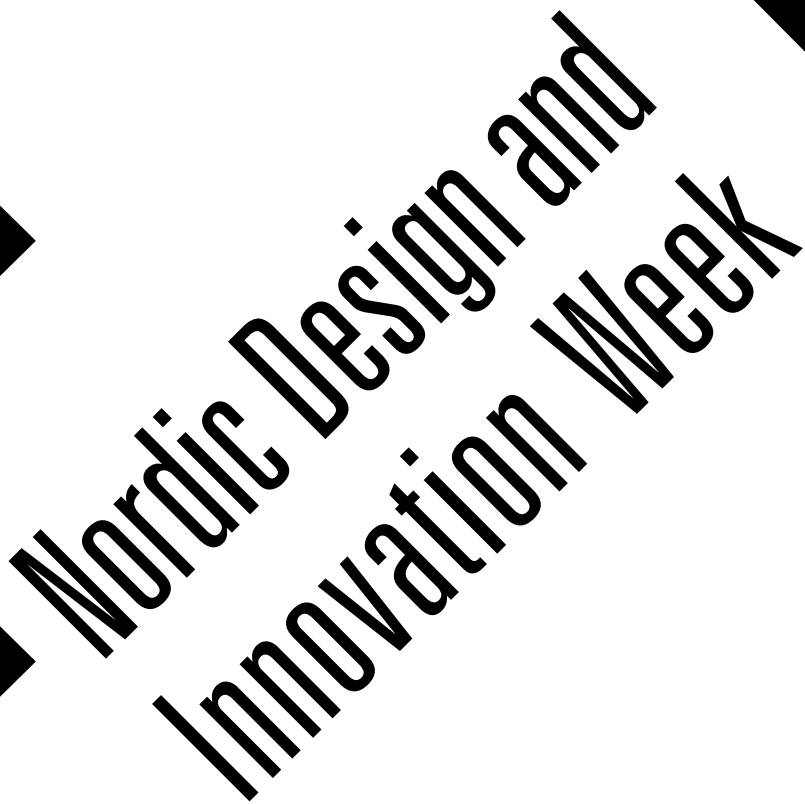
Taste Sweden

IKEA  
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HELAN MOUNTAIN  
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China

AVARTE



**Nordic Design and  
Innovation Week**