



Newsletter XVII

WIDC2020

Organizing Committee of WIDC

Jan. 2021



设计·智向未来

INTELLIGENT DESIGN · ROAD TO THE FUTURE

Idea Intelligence Industrial Internet

2020世界工业设计大会

WORLD INDUSTRIAL DESIGN CONFERENCE

World Industrial Design Conference (WIDC) is a global design event jointly attended by design organizations, institutions, enterprises and universities from over 40 countries and regions. It aims to promote the deep integration of industrial design with economic and social development, and to promote the exchange and cooperation in design between countries and regions. With openness and cooperation as purpose, and with voluntariness, equality, sharing and mutual benefits as principles, WIDC welcomes the participation of design organizations and industrial resources from all over the world.



WIDC2020 Grandly Held in Yantai, China

2020 World Industrial Design Conference (WIDC) was grandly held in Yantai, Shandong Province from November 25 to 29. With the theme of "**Intelligent Design · Road to the Future**", WIDC2020 aims to promote the integration of human wisdom, artificial intelligence and intelligent manufacturing. It has held over 50 theme speeches on **Technology + Design**, set up 100 global live sessions, and carried out above 1000 matchmaking activities. Meanwhile, 10 Gold Award products were unveiled at the 2020 China Excellent Industrial Design Award Ceremony. More than 1000 excellent innovative achievements of over 800 enterprises from 35 provinces and cities were displayed in the CEID Award Exhibition with nearly 20,000 square meters.



WIDC2020 Opening Ceremony

Organizational Structure

Host

MIIT

Shandong Provincial People's Government

Support Unit

UNIDO

Organizer

CIDA

Department of Industry and Information Technology of Shandong Province

Yantai Municipal People's Government

SIDI

Co-host

GDIO

Design organizations, enterprises, institutes and universities from over 40 countries and regions



Li Yong

Director General
UNIDO



Xu Kemin

Chief Economist
MIIT



Pan Yunhe

Former Executive Vice President
Chinese Academy of Engineering



Ling Wen

Vice Governor
Shandong Provincial People's Government



Zhang Shuping

Secretary
Yantai Municipal Party Committee

GDIO Members Join WIDC2020



At the WIDC2020 Opening Ceremony, Global Design Industry Organization (GDIO), together with its members of design associations, enterprises, institutions, universities and innovation leaders from over 40 countries and regions, sent congratulations by video for the success of the WIDC2020!

WORLD
DESIGN
ORGANIZATION



CREATIVE
#OLLAND

ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE



BIDA
service • interaction • product
www.britishtindustrialdesign.org.uk



dai zurich®





Lee Soonin

World Design Organization
Senator/Former President

WORLD

DESIGN
ORGANIZATION



Günther Marten

European Union Intellectual Property Office
Minister Counselor (ret.)

International Intellectual Property Commercialization Council
Member of the Executive Advisory Committee



Lutz Dietzold

German Design Council
CEO





Monique Knapen
Creative Holland Organization
Director



Luciano Galimberti
Associazione per il Disegno Industriale
President



Peter Eisenschmidt
hannoverimpuls GmbH
Manager of Internationalization Department





Markus Frentrop

RAL gGmbH

Global Head



Stephen Green

British Industrial Design Association

Board Director



Atsushi Oi

Japan Institute of Design Promotion

President





Florin Pierre Baeriswyl
DeTao Brand Strategy & Design Studio
Master of Brand Strategy & Design



Alan Yip
Hong Kong Design Trade Association
Chairman



Leticia Castro
Brazil Design Center
Executive Director





Kazuo Tanaka

President, Japan Industrial Designers' Association

CEO, GK Design Group



Eang Kamrang

Ministry of Posts and Telecommunications
of Cambodia



John Mathers

British Design Fund

Chairman



2020 China Excellent Industrial Design Award



China Excellent Industrial Design Award (CEID) is the only national award in the field of industrial design approved by the Central Government in China, hosted by MIIT. It aims at commending the leading and forward-looking design innovative projects and units, displaying the excellent achievements of China's industrial design, creating a good development atmosphere for industrial design, and promoting the construction of the manufacturing power. CEID has been successfully held for three times since 2012 and has received positive social responses. This year CEID received nearly 2,500 products and works selected across the country, covering 14 major industries and fields including transportation, mechanical equipment, aerospace, electronic information and smart terminals, textiles and apparel, etc.

 Transportation	 Mechanical Equipment	 Aerospace	 Intelligent Robots
 Medical and Health Products	 New Materials and New Technologies	 Electronic Information and Smart Terminal	 Textiles and Apparel
 Hardware Products	 Artificial Intelligence	 Creative Cultural Tourism Products	 Office and Stationery Supplies
 Home Appliances and Household Products	 Special Population and Special Field Products		

10 Gold Awards of 2020 China Excellent Industrial Design Award



During the conference, 2020 China Excellent Industrial Design Award Ceremony was grandly held, to release the Top 10 products and works representing the highest level and greatest strength of industrial design in China in recent years as gold awards.



Seaborne Rocket Launch System
Yantai Aerospace Engineering Technology Co., Ltd.



Earth Pressure Balance Tunnel Boring Machine with Super Large Diameter
China Railway Engineering Equipment Group Co., Ltd.



uEXPLORER Ultra-High-Resolution Digital PET/CT
Shanghai United Imagine Medical Technology Co., Ltd.



MAVIC AIR 2 Drone
Shenzhen DJI Innovation Technology Co., Ltd.



WP13G Powertrain
Weichai Power Co., Ltd.



Wing-shaped Sail VLCC
Dalian Shipbuilding Industry Co., Ltd.



TX-100 Ballast Cleaning Machine
CRCC High-Tech Equipment Corporation Limited



Mountaineering Collection Down Jackets
Bosideng International Apparel (China) Co., Ltd.



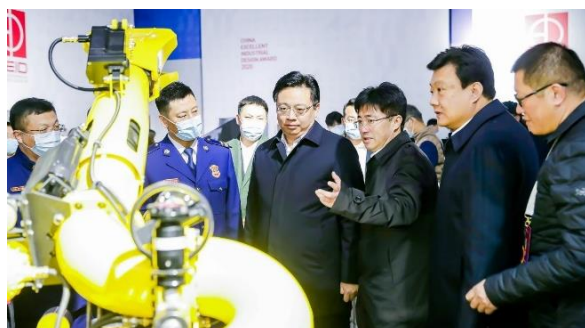
ENO.146 Low Wind-resistance Electric Passenger Car (Concept Work)
Automotive Engineering Research Institute, Guangzhou Automobile Group Co., Ltd.



RXR-MC200BD Fire-fighting & Scouting Robot
CITIC HIC Kaicheng Intelligence Equipment Co., Ltd.

2020 China Excellent Industrial Design Award Exhibition

2020 China Excellent Industrial Design Award Exhibition, which fully demonstrated the top competence and level of China's industrial design, was held during the conference. With the area of nearly 20,000m², this exhibition showed not only the 10 Gold Award designs which symbolize the highest level of China's industrial design, but also over 1,000 excellent products that catch the latest trend and are the most innovative. The exhibition has actively created a good atmosphere for the innovation and development of industrial design, expanded the social impact of outstanding industrial design results and promoted industrialization, drove the improvement of the national industrial design service level, and provided strong support for the high-quality development of the manufacturing industry.







"Industrial Design in the Age of Intelligent Internet" Keynote Speech



Sun Weijie

Founder, Uniorange Design Co., Ltd
Chairman of Board of Directors, Jereh Group

[To Solve the Pain Point of Industrial Design with Industrial Internet](#)

Lou Yongqi
Dean of the College of Design and Innovation, Tongji University
Academician, The Royal Swedish Academy of Engineering Sciences
[Industrial Design in the Era of AI](#)



Li Xiangqian

General Manager, Tencent Cloud Industry Cloud

[Industrial Design Empowered by Industrial Internet Platform](#)

Antony Margiasso
Head of Industrial Design, Pininfarina Shanghai
[The Future of Home Design-
How Internet & Technology Are Reshaping The Way We Live](#)



Xie Haiqin

Deputy General Manager, Haier COSMOPlat

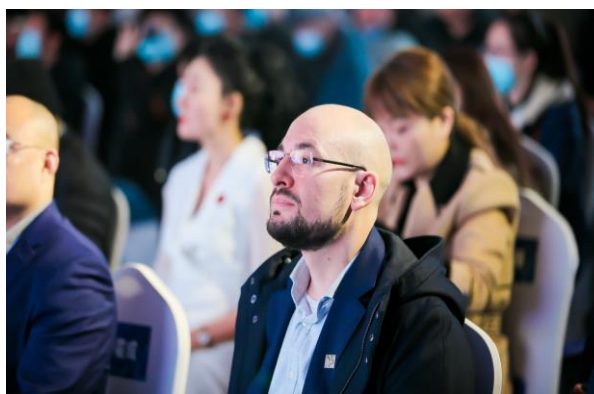
[Multiplier Effect of Industrial Design and Industrial Internet](#)

WIDC2020 Technology + Design Summit

WIDC2020 invited academic mentors, practical experts and elites of the global intelligent manufacturing industry to participate in the WIDC2020 Technology + Design Summit. It gave in-depth explanations on design and intelligent manufacturing, intelligent services, intelligent products, smart city, rail transit, industrial Internet, 5G+ and other topics by online and offline.












中德专家委员会：共同迈向产品和流程的创新
Sino-German Expert Committee: Together Towards Innovation of Products and Processes

Heidi Krömker
中德设计专家委员会 主席 德国伊尔梅瑙工业大学 教授
Sino-German Design Expert Committee Chairman
Ilmenau University of Technology Professor





数字化转型时代的设计
Design in the Age of Digital Transformation

Kazuo Tanaka
日本工业设计师协会 会长 日本GK集团 CEO
Japan Industrial Designers' Association President
GK Design Group CEO

健康设计服务老龄化社会
Healthy Ageing, by Design

John Mathers
英国设计基金 主席
British Design Fund Chairman




体验设计转型：从感知到营销
Transformation of Experience Design: From Perception to Marketing

张凌浩 Zhang Linghao
江南大学 副校长、教授
Jiangnan University
Vice President & Professor




设计与智能：汉诺威视角
Design & Intelligence: The Hannover-Perspective

Peter Eisenschmidt
德国汉诺威威程易 外事主任 中德商务中心 主任
hannoverimpuls GmbH Manager of Internationalisation Department
Sino-German Business Center Director





人工智能设计规范
Codex for Designing with AI

Andreas Schmieg
德国工业设计师协会 西区主席
Association of German Industry Designers
President of the Western District

Frederike Kintscher
德国工业设计师协会
柏林 勃兰登堡地区主席-北德意志
柏林地区主席
Association of German Industry Designers
Chairwoman Berlin - Brandenburg
Mecklenburg-Vorpommern




设计价值与企业全球化战略
The Importance of Design to the Industry Competitiveness and to Achieve the Global Market

Leticia Castro
巴西设计中心 执行主席
Brazil Design Center
Executive Director




设计价值与企业全球化战略
The Importance of Design to the Industry Competitiveness and to Achieve the Global Market

Juliana Buso
巴西设计中心 项目经理
Brazil Design Center
Project Manager






设计抗疫

Design against Pandemic

Alan Yip
香港设计商会 主席
Hong Kong Design Trade Association
Chairman





设计驱动的创新和产业高质量发展

Design-Driven Innovation and High-Quality Industrial Development

韩挺 Han Ting
上海交通大学设计学院 副院长、教授
School of Design, Shanghai Jiaotong University
Vice Dean & Professor







数据驱动的用户体验管理

Data Driven User Experience Management


罗仕鉴 Luo Shijian
浙江大学 教授
Zhejiang University
Professor

现代颜色体系的价值

The Value of Modern Colour Systems

Markus Frentrop
德国劳尔色彩 全球总裁
RAL GmbH
Global Head





设计的角色 @ 博世家电

The Role of Design @ Bosch Home Appliances

Robert Sachon
德国博世西门子集团 副总裁、博世全球设计总监
BSH Home Appliances
Vice President & Global Design Director Bosch





知识纠缠——科技与设计创新

Knowledge Entanglement-Technology and Design Innovation

兰翠芹 Lan Cuiqin
北京服装学院服饰艺术与工程学院 院长、教授
Fashion Accessory Art and Engineering College, Beijing Institute of Fashion Technology
Dean & Professor





智慧城市 智能出行

Designing Mobility Packages for Smart Cities

Ulrike Stopka
德国德累斯顿工业大学 教授
Dresden University of Technology
Professor





创新设计思维

Innovative Design Thinking

Florin Pierre Baeriswyl
德韬品牌战略工作室 品牌战略设计大师
DeTao Brand Strategy & Design Studio
Master of Brand Strategy & Design






左脑与右脑

Left and Right Brain

周 枢 Zhou Shu
海尔创新设计中心 副总经理
Haier Innovation Design Center
Deputy General Manager

Haier




设计 + 智能

Design + Intelligence

Hrridaysh Deshpande
印度阿金基亚·迪·帕蒂尔大学 校董
Ajeenkya DY Patil University
Director





设计的新组织形态

New Organizational Form of Design

蒋红斌 Jiang Hongbin
清华大学美术学院 副教授 中国工业设计协会专家委员会 秘书长
Academy of Arts & Design, Tsinghua University Associate Professor
Expert Committee of China Industrial Design Association Secretary General





产品感知设计教学体系初建

The Initial Establishment of Product Perception Design Teaching System

张剑 Zhang Jian
广州美术学院 教授
Guangzhou Academy of Fine Arts
Professor





谈设计的开放性：概念、产业及教育

On the Openness of Design:
Concept, Industry and Education

王震亚 Wang Zhenya
山东大学 教授
Shandong University
Professor





新西兰“新设计”

New Zealand – New Design Innovation

Simon Fraser
新西兰惠灵顿维多利亚大学 教授
Victoria University of Wellington, New Zealand
Professor





疫情后的“互联网 + 设计教育”思考

Thoughts on Internet + Design Education after the Pandemic

胡晓 Hu Xiao
国际体验设计委员会 主席
International Experience Design Committee
Chairman

IxDC




工业设计产业的数字化和智能化实践

Digital and Intelligent Practice of Industrial Design

雷海波 Lei Haibo
太火鸟科技 创始人、CEO
Taihuoniao Technology
Founder & CEO






AI 创造力——与 AI 共生共创

AI Creativity-Symbiosis and Co-creation with AI

吴卓浩 Wu Zhuohao
Mr. HOW AI 创造力学院 创始人
Mr. HOW AI Creativity Academy Founder





Lars Kolind
丹麦雅各布森设计 董事会主席
Jakob Jensen Design
Chairman of the Board



Jakob Kjaer Nielsen
丹麦雅各布森设计 全球设计总监
Jakob Jensen Design
Global Design Director



Manuel Veiga Aldemira
丹麦雅各布森设计 首席运营官
Jakob Jensen Design
COO

组织知识型工作 创新设计前沿

Organizing Knowledge Work
Design for Frontier Innovation

JACOB JENSEN DESIGN




智能设计策略提升价值改善环境

How Intelligent Design Strategy Can Increase Value Perception and Reduce Environment Impact

Rodrigo Dangelo
巴西DDID / DXID设计 首席执行官
DDID / DXID
CEO





智能制造：设计理想工厂

Intelligent Manufacturing - Designing the Optimal Factory

Holm Fischäder
德国IPOL公司 总经理
IPOL GmbH
General Manager





智能制造：建立理想工厂

Intelligent Manufacturing - Building the Optimal Factory

Markus Färber
德国Softvise公司 合伙人、高级软件工程师
Softvise
Partner & Senior Software Engineer





人工智能概念到用户体验设计

Towards a Conceptual Change from the AI Hype to the Intelligent Design of User Experience

Klaus P. Jantke
德国ADICOM软件 首席科学家
ADICOM Software
Chief Scientific Officer





协同创新智造未来

Collaborative Innovation and Intelligent Creation of the Future

徐霍成 Xu Huocheng
溯源设计 创始人
Sohui Design
Founder





新消费时代与设计产业化

New Consumer Era and Design Industrialization

周立钢 Zhou Ligang
博乐设计 董事长
Bole Design
Chairman





建设一流工业设计期刊 搭建优质学术平台
Building a High-quality Academic Platform through First-class Journal of Industrial Design

唐瑶瑶 Tang Yaoyao
《包装工程》 执行主编
Packaging Engineering Executive Editor

包装工程
Packaging Engineering



智能制造时代的超个性化设计
Designing for Ultra-Personalization in the Age of Intelligent Manufacturing

Martijn ten Bhömer
宁波诺丁汉大学 助理教授《Behaviour & Information Technology》 特刊主编
University of Nottingham, Ningbo, China Associate Professor
Behaviour & Information Technology Chief Editor of Special Issue

The University of Nottingham



用 AI 和设计从空间上观世界
Seeing Spatially with AI & Design

Immanuel Koh
新加坡科技设计大学 助理教授
Singapore University of Technology and Design Assistant Professor

SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN



“工业设计 × 工业互联网” 的创新思考
Innovative Thinking of Industrial Design and Industrial Internet

张莹 Zhang Ying
海尔卡奥斯定制设计创新平台 总经理
Haier COSMOPlat Customized Design & Innovation Platform General Manager

Haier | COSMOPlat



设计出来的想象力
Designed Imagination

周林 Zhou Lin
上品设计 创始人、董事长
Top Design Group Founder & Chairman

top



设计创新赋能信息产业新发展
Design Innovation Empowers New Development of Information Industry

牛旭 Niu Xu
曙光信息产业股份 国家级工业设计中心主任
Sugon Information Industry Director, National Industrial Design Center

曙光 Sugon



新国粹 新国货 新国礼
New National Quintessence, New National Products, New National Gifts

王素娟 Wang Sujuan
开物成务 创始人
KWOW DESIGN Founder

kwow



智能制造到智能设计
Intelligent Manufacturing to Intelligent Design

Sam Conrad Joyce
新加坡科技设计大学 助理教授
Singapore University of Technology and Design Associate Professor

SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

The speeches at WIDC2020 Technology + Design Summit have been uploaded on the website “Bilibili”, which is open to all over the world.

Livestreaming Link

<https://live.bilibili.com/22627081>

<http://www.gdio.org/news>

Livestreaming Platform QR Code



Heidi Krömker President of Expert Committee of Sino-German Industrial Design Center
[Expert Committee of Sino-German Industrial Design Center: Together Towards Innovation of Products and Processes](#)



Kazuo Tanaka President of Japan Industrial Designers' Association, CEO of GK Design Group
[Design in the Age of Digital Transformation](#)



John Mathers Chairman of British Design Fund
[Healthy Ageing, by Design](#)



Zhang Linghao Vice President & Professor of Jiangnan University
[Transformation of Experience Design: From Perception to Marketing](#)



Peter Eisenschmidt Manager of Internationalization Department, Leader of Sino-German Business Center
[Design & Intelligence: The Hannover-Perspective](#)



Andreas Schmieg President of the Western District of Association of German Industry Designers
Frederike Kintscher Chairwoman Berlin | Brandenburg | Mecklenburg-Vorpommern of Association of German Industry Designers
[Codex for Designing with AI](#)



Leticia Castro Executive Director of Brazil Design Center

Juliana Buso Project Manager of Brazil Design Center

[The Importance of Design to the Industry Competitiveness and to Achieve the Global Market](#)



Alan Yip Chairman of Hong Kong Design Trade Association

[Design against Pandemic](#)



Han Ting Vice Dean & Professor of School of Design, Shanghai Jiao Tong University

[Design-driven Innovation and High-quality Industrial Development](#)



Luo Shijian Professor of Zhejiang University

[Data Driven User Experience Management](#)



Markus Frentrop Global Head of RAL gGmbH

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Robert Sachon Vice President & Global Design Director Bosch of BSH Home Appliances

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Ulrike Stopka Professor of Dresden University of Technology

[Designing Mobility Packages for Smart Cities](#)



Florin Pierre Baeriswyl Master of Brand Strategy & Design of DeTao Brand Strategy & Design Studio

[Innovative Design Thinking](#)



Zhou Shu Deputy General Manager of Haier Innovation Design Center

[Left and Right Brain](#)



Hrridaysh Deshpande Director of Ajeenkya DY Patil University

[Design + Intelligence](#)



Jiang Hongbin Associate Professor of Academy of Art & Design of Tsinghua University,
Secretary General of Expert Committee of China Industrial Design Association

[New Organizational Form of Design](#)



Zhang Jian Professor of Guangzhou Academy of Fine Arts

[The Initial Establishment of Product Perception Design Teaching System](#)



Wang Zhenya Professor of Shandong University

[On the Openness of Design: Concept, Industry and Education](#)



Simon Fraser Professor of Victoria University of Wellington, New Zealand

[New Zealand – New Design Innovation](#)



Hu Xiao Chairman of International Experience Design Committee

[Thoughts on Internet + Design Education after the Pandemic](#)



Lei Haibo Founder & CEO of TaiHuoNiao Technology

[Digital and Intelligent Practice of Industrial Design Industry](#)



Wu Zhuohao Founder of Mr. HOW AI Creativity Academy

[AI Creativity-Symbiosis and Co-creation with AI](#)



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Jakob Kjær Nielsen Global Design Director of Jacob Jensen Design

Manuel Veiga Aldemira COO of Jacob Jensen Design

[Organizing Knowledge Work | Design for Frontier Innovation](#)



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Holm Fischäder General Manager of IPOL GmbH

[Intelligent Manufacturing – Designing the Optimal Factory](#)



Markus Färber Partner & Senior Software Engineer of Softvise

[Intelligent Manufacturing – Building the Optimal Factory](#)



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Zhou Ligang Chairman of Bole Design

[New Consumer Era and Design Industrialization](#)



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[Building a High-quality Academic Platform through First-class Journal of Industrial Design](#)



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Immanuel Koh Asst Prof of Singapore University of Technology and Design

[Seeing Spatially with AI & Design](#)



Zhang Ying General Manager of Haier COSMOPlat Customized Design & Innovation Platform

[Innovation Thinking of Industrial Design and Industrial Internet](#)



Zhou Lin Founder & Chairman of Top Design Group

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Niu Xu Director of the National Industrial Design Center of Sugon Information Industry

[Design Innovation Empowers New Development of Information Industry](#)



Wang Sujuan Founder of KWCW Design

[New National Quintessence, New National Products, New National Gifts](#)



Sam Conrad Joyce Asst Prof of Singapore University of Technology and Design

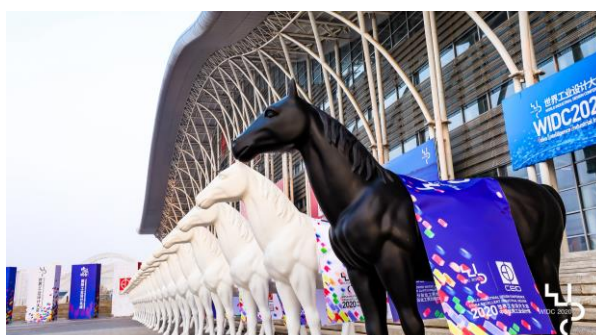
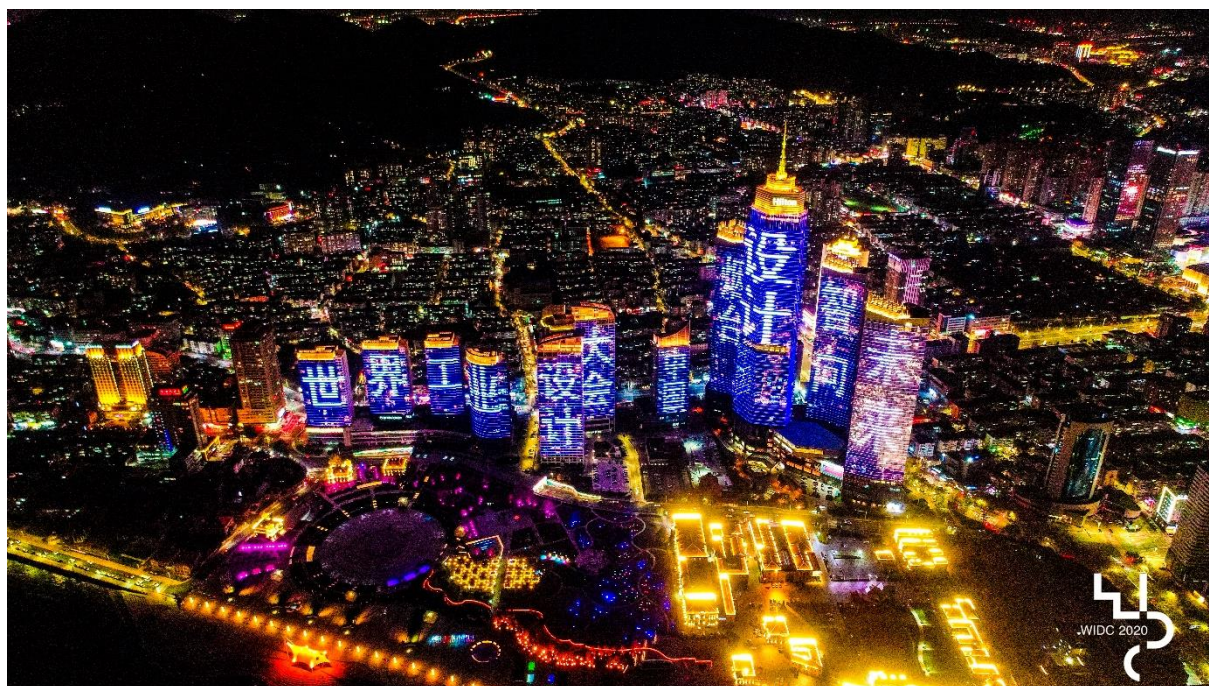
[Intelligent Manufacturing to Intelligent Design](#)

WIDC2020 "The Belt And Road" Syria Art Exhibition

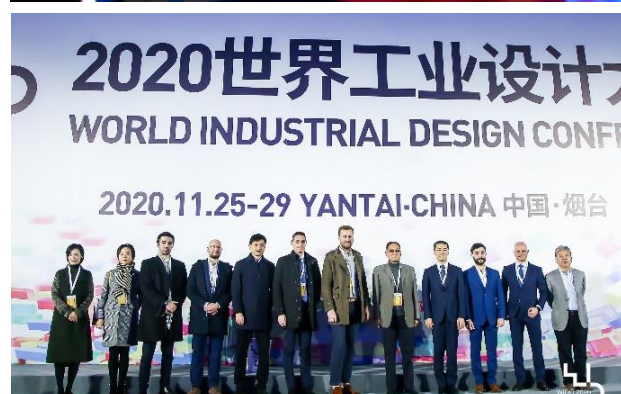
WIDC2020 "The Belt And Road" Syria Art Exhibition was held in Yantai International Design Town. It exhibited more than 50 landscape and figure oil paintings of the Syrian painter Walid Ali and his precious collections. Through scenes of people working in the fields and colors of the four seasons, his paintings show the ancient civilization and customs of Syria and express people's yearning for a peaceful and beautiful life. China and Syria have had a friendship for thousands of years, and cultural and trade exchanges run through the Silk Road. This art exhibition is an important step in the contemporary Silk Road art exchange between the two sides.



WIDC2020 Highlights













Organizing Committee of WIDC

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