



顛覆設計的4種想像
想向下一個時代



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Gogoro的7大創新 / 獨家！日本《AXIS》雜誌 田子學專訪收錄
不能坐視台灣人才流失！李政宜、陳耀冠談人才
2016必懂的中國創意：Neri&Hu、孫郡、方所書店 / 看香港PMQ活化廢棄建築
《地擊的亞人》熱血舞團 / 高雄松場景設計美學 / 過年新氣象！3部電影啟發人生





A GLOBALLY VALUED DESIGN AWARD THE WORLD DESIGN IMPACT PRIZE

全球聚焦設計獎項

世界設計影響力大獎

EDITED_Kevin Lin / PHOTOS_台灣創意設計中心

由國際工業設計社團協會（International Council of Societies of Industrial Design，簡稱Icsid）於2011年發起兩年一度的世界設計影響力大獎（World Design Impact Prize，簡稱WDIP）是一個受到全球重視的設計獎項。

至今邁入第三屆，共吸引來自全球六大洲超過160個組織參與。

The biennial World Design Impact Prize (WDIP) created by the International Council of Societies of Industrial Design (ICSID) in 2011 is a design award highly valued across the globe. Over 160 organizations from six continents participated in the Third WDIP this year.



Dr. Mugendi M'Rithaa

國際工業設計社團協會 (Icsid) 理事長Dr. Mugendi M'Rithaa前陣子來台參與2016世界設計之都臺北的活動，期許藉由WDC的舉辦，臺北能夠由上而下，從政府的力量到民間設計師的參與，共同合作改善社會。The president (2015-2017) of International Council of Societies of Industrial Design, Prof. Mugendi K. M'Rithaa visit Taipei for World Design Capital Taipei 2016. He hopes that WDC would fill the gap between government and designers in order to have a better society.



解決因進步而產生的問題

隨著全球公民對氣候環境變遷、資源分配不均、能源永續等議題的關注逐日遽增，如何用設計改變我們的生活，用設計的力量創建一個更好的環境，這樣的觀念正在全球漫延。設計的趨勢也從以「產品」與「功能」為思考的出發點轉向以「人」與「環境」為中心的思考。WDIP的主軸「Design for a better world」即呼應此趨勢，強調的是以設計解決城市發展過程中所面臨的社會、經濟、文化以及環境等問題，透過設計思考、跨領域合作、協同設計作為解決方案，結合永續、環保、經濟與在地生產的創新手段，以提升生活品質，並創造一個更美好的環境。

延續過往給獎精神

過去得主包括「社區鍋爐Community Cooker」(2011-2012)，於生活資源貧瘠的肯亞，以一種簡易、低成本的技術製成，使用者必須配合社區參與資源回收，以換取烹調食物和燒煮熱水的機會，此裝置也運用在地活動的製作上，如製磚、冶陶等。2013-2014年得主為英國知名設計師 David Swann開發的「ABC Syringe變色注射器」，為了有效避免重複使用針筒與針頭而感染疾病，將變色標籤與改進的充氣包裝結合在一起，一旦打開包裝或者是包裝破損，標籤在60秒內就會從無色變成紅色。此設計同時於2013年獲得丹麥INDEX設計獎，並在2014年受邀至台北城市設計展展出。

集結菁英票選創意

而此次WDIP 2015-2016近日已公布了前三名的入圍名單，入圍的有：HappyTap、RE:BUILD以及Warka Water。這三組入圍的團隊，是從全世界82個提名參賽隊伍中突圍而出，

評審委員包括美國頂尖設計學院Art Center College of Design, Designmatters學院副院長Dr. Mariana Amatullo，英國皇家藝術學院，工業設計系教授Dr. Ashley Hall，等共六位來自各個國家與不同領域的專家，投票表決出最具代表性的實際案例。

入圍的三件精彩提案，將於今年3月18日在松山文創園區2樓創意劇場所舉辦之「世界設計影響力獎座談會」精彩呈現，參加方式採線上報名，開放民眾參與，入圍設計團隊將親臨現場與民眾親自對談，傳達設計過程及核心理念。

Upgrade Quality of Life through Design

As people around the world are increasingly concerned about climate change, the uneven distribution of resources, and sustainable energy, the concept of applying design to change our lives and using the power of design to build a better environment is spreading around the world. In consequence, the tendency of design has also begun to transform from pivoting on “products” and “functions” to revolve around “humans” and “the environment.” The WDIP theme of “Design for a better world” has been established in response to this tendency to stress the possibility of using design to solve social, economic, cultural and environmental problems encountered during the process of urban development. Through design thinking, cross-disciplinary cooperation and collaborative design, it is possible to find innovative means to achieve solutions by combining sustainability, environmental protection, economic progress and local production to upgrade quality of life and build a better environment.

Inherit the Award Spirit

Past winners of the award include “Community Cooker” (2001-2012) which is made with a simple and low-cost technique in Kenya where resources are lacking. Users have to work with the community and participate in recycling work in exchange for cooked food and boiled water. The device is also applied locally for other production purposes,

such as brick making and pottery firing. The 2013-2014 winner was the “ABC Syringe” developed by David Swann, a famous British designer. To prevent the repeated use of syringes and needles from causing infectious diseases, color-changing labels and modified inflatable packages are integrated into the design. Once the package is opened or damaged, the colorless label turns red within 60 seconds. The design also won the Danish INDEX Award in 2013 and David Swann was invited to display the design at the 2014 Taipei Design City Exhibition.

To Vote for the Creativity

The organizer of WDIP 2015-2016 just announced the top three finalists a few days ago. They include HappyTap, RE:BUILD and Warka Water. The three teams of designers stood out from 82 teams nominated from different parts of the world for the competition. The judges included Vice Dean Dr. Mariana Amatullo from the School of Designmatters at the Art Center College of Design, a top design institution in the US; Professor Ashley Hall of the Department of Industrial Design of the Royal College of Art in the UK and four other specialists in different fields from other countries. They voted to decide on the most representative works.

The three finalists will be presented at the WDIP Seminar held in the Creativity Theater on the second floor of the Songshan Cultural and Creative Park on March 18th. The seminar is open to public participation by signing up online. The design teams will be there to answer questions from the audience and talk about their design processes and core concepts.

event | 世界設計影響力獎座談會
WORLD DESIGN IMPACT PRIZE SEMINAR
2016/03/18 10:00-12:00
松山文創園區製菸工廠2樓創意劇場
2F, Creativity Theater, Tobacco Factory, Songshan Cultural & Creative Park

01_HappyTap：可重複性使用的衛生洗手裝置，透過設計出一個充滿童趣的洗手台，吸引孩童使用，讓孩童有個快樂的體驗，進而養成良好的衛生習慣。在美國國際開發署的支援下，該項設備已於東南亞國家包括越南、柬埔寨等國設置，大幅降低了各種傳染疾病的傳播。HappyTap is a reusable hand-washing device, a fun-filled hand sink designed to attract children to use it, the happy experience being able to help them develop good hygiene habits. With the support of the United States Agency for International Development, this equipment has been installed in a number of countries in Southeast Asia, including Vietnam and Cambodia, and has greatly reduced the spread of some contagious diseases.

02_RE:BUILD：主要適用於資源貧乏的環境，以節省成本的方式建造收容所，目前應用於約旦的難民營。建造過程沒有使用任何水電能源，透過在短時間內可重新裝置、建造材料的模組化及採用當地耐用度高的建材，由居民自行打造出一個適當的環境，不僅可供難民寄居，更能提供學童一個學習的場所。RE:BUILD is a cost-saving construction technique for building shelters in places with inadequate resources. Presently, it is used in refugee camps in Jordan. No water or electricity is needed throughout the building process and shelters can be reassembled within a short time. Modularized durable building materials from local areas are adopted and users can create living environments that suit them. The shelters are not only homes for refugees but also provide children with learning venues.

03_Warka Water：適用於缺乏水資源的國家，設計團隊透過水的特性、植物的結構以及大自然的現象提出發想，打造出一個集水裝置，從一天當中的雨水、霧氣、露水收集到每天大約100公升的安全飲用水，目前應用於衣索比亞，未來有望改善非洲等區域缺乏水資源的問題。Warka Water is suitable for countries with insufficient water resources. Inspired by the characteristics of water, plant structures, and natural phenomena, the design team created a water-collecting device able to collect about 100 liters of safe drinking water from rain, fog, and dew each day. Currently, it is used in Ethiopia. In the future, it is expected to help improve water shortages in certain regions in Africa.

2016世界設計之都 JL DESIGN以點線面架構城市風貌

WORLD DESIGN CAPITAL TAIPEI 2016 JL DESIGN SETS TAIPEI IN MOTION

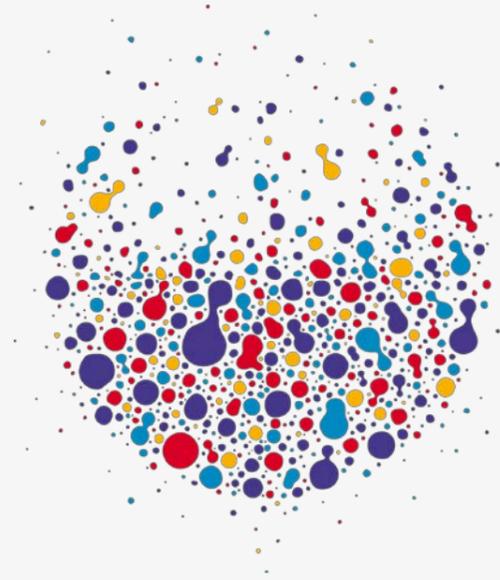
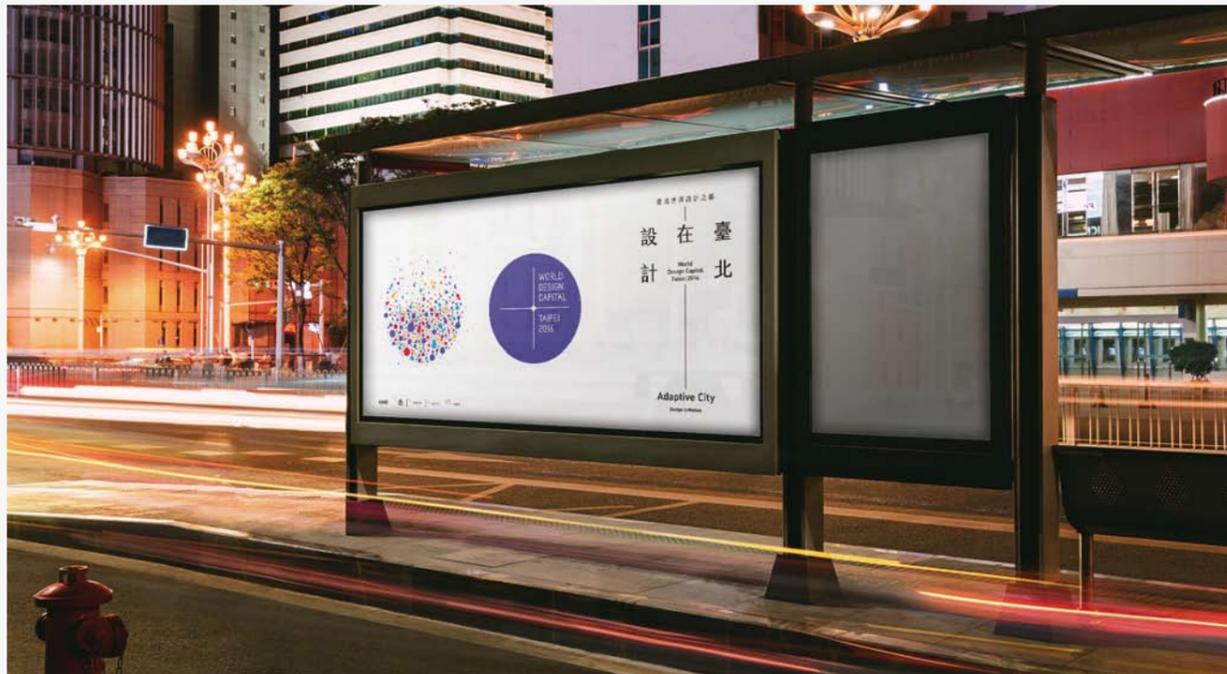
EDITED_Kevin Lin / PHOTOS_台灣創意設計中心

設計動能讓台北不斷提升

2016世界設計之都臺在臺北，希望藉由全民的參與，運用設計思考，促使城市透過調整及進化以實現美好的願景。負責主視覺設計的JL Design呼應概念的核心，將世界設計之都的圓形符號視為象徵完善的設計城市，臺北就像逐漸邁向圓形的不完美多面體，藉由主視覺，審視城市各種機能的過去、現況與未來，以正在形塑成圓體的結構，呈現出「民眾參與」、「資訊串連」、「城市再生」等城市發展所面臨的議題，透過點、線、面三者的匯集、串連與重組，以視覺設計呈現出解決問題的方法與不斷提升的城市動力。

Adaptive City - Design in Motion

Taipei City plays host to WDC 2016 and hopes to realize its vision through "design thinking". One of the plans going forward is to engage its residents in discussion on the betterment of the city. The future of the capital lies in its ability to evolve, to adapt, to set the wheels in motion. Hence the design for the Taipei City logo is a reflection on a capital whose vision of its future is still taking shape. The logo takes the form of an imperfect circle, a derivative of the WDC logo, with design elements in the state of reaching the final form. Three themed logos addressing on the ways the city can go forward are titled "Engaging the Community", "Connecting Information" and "A City Reborn". An adaptive city, sets its designs in motion.

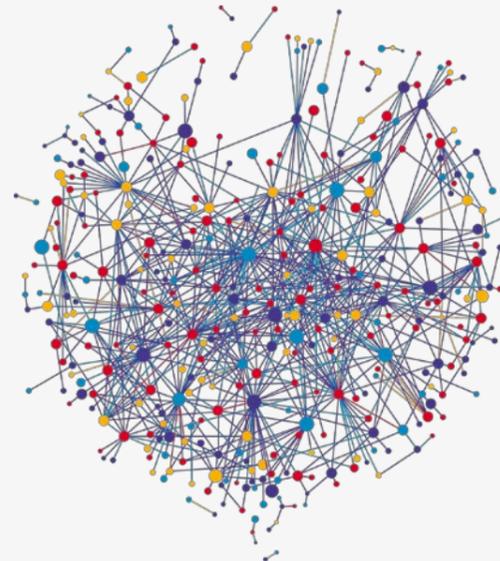


群眾參與

台北世界設計之都不該只是設計師的活動，而是屬於所有市民都能一同參與的事件。以大小曲度不一的圓點代表眾多個人，正在慢慢聚集匯流成一股活力源源不絕的城市景象。

Engaging the Community

The many dots, some joining together, illustrate people who are coming together in discussions and creating a lively scene. The World Design Capital Taipei 2016 is a project that belongs to the people, not just the designers. It requires everyone to get involved and come up with solutions for the issues that the city is facing.

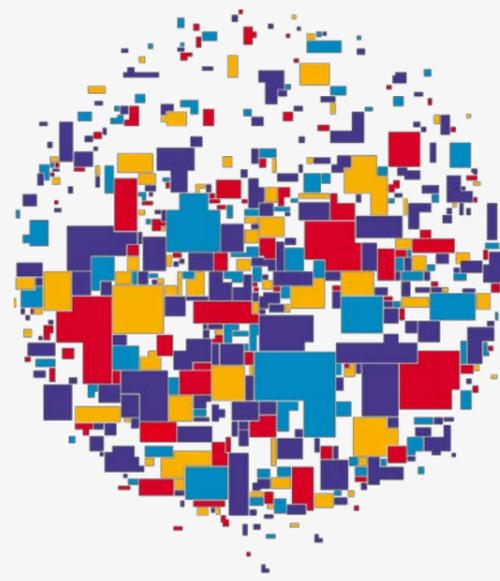


資訊串連

以原點代表資訊連接點跟點之間的直線，錯綜編織出一個龐大且脈絡豐富的社會體系，呈現出各種議題的資訊透明化與共享精神，創造更多能讓民眾參與推動城市進步的機會。

Connecting Information

Countless dots all linked by lines demonstrate how when sources of information are connected to one another, a vast complex social network is formed. When information of the issues is transparent and shared, it provides opportunities for people to get involved in the development of the city.



城市再生

以各式各樣象徵空間的方矩結構，如積木般堆疊、組合而成一個不斷在變化生長的城市。希望詮釋出都市空間不足的議題，透過廢棄空間的活化再生，讓臺北有在有限的環境下擁有無限成長可能。

A City Reborn

Blocks of various sizes symbolizing basic construction units build on top of one another, in search of possibilities within the confinement of space. Space is a luxury in most modern cities and if abandoned buildings can be redeveloped, Taipei can see possibilities of growth even with the constraints of the environment.