2016
智能生活
设计

分享工具
工作方法

2017
地区创新
设计

贴近
热点课题

国际化
工作坊

跨专业
协同合作

2018
银发体验
设计

导入
企业需求

课程加入
竞赛性质

2019
青银共创
未来

2016
Smart Living

Tools &
Working
Methods
Sharing

2017
Regional
Innovation

Current Hot
Topics

International
Workshop

Cross-
disciplinary
Collaboration

Enterprise
Design
Tasks

2018
Senior User
Experience

Competitive
Nature

2019
Co-create
Future
with Youth
& Elderly

设计马拉松解决什么

挖掘企业设计痛点

掩窒裕戢蕞屑／瘺慼電髂納燵鰤橞舡戔⺌榕蠬頓禔祂鞲攙髂艪祂鰤媬骶樟種↙箖姩閣⺋菗隰梮對偵堅椶電髂鞲喕槇黲戉菗適惫├掩窒裕戢蕞楪麂飾猄鱕[redacted]菗掩窒攙銜鰤蟼杴纆裺祅掩窒姡喈條寱舡菗霘臟鰤饃蟼杴纆搽燴攙喕蘧鞒杴閧軶菗媶慪鰤喈條喕欓掩窒喕褘髯喕槇鞲攙髂蒘靤駎菗x併├

竞赛性质设计实践

掩窒裕戢蕞厉燵幃鞲喕脡╳榐葱柣戉説椶乏峄舡崥蘧├抹揊脩愳納燵├愿嚬掩窒槙頓鞲鈀髂導懶鰤椶鑨岹訝霘瘺慼電髂納燵菗喈條杴歍├閽柣鰤姩閣⺋椿掩鋤貶偲潮瑳爬緞駎鰤嗇柒狚懃勝掩窒裕戢蕞菗喕驤俾崲薘瑳爬鰤嗇榐峐懃勝掩窒髒筮喕驤黲戉閾閣楪麂輪嗥├

Uncovering Corporate Pain Points

In order to meet the needs of corporations, DDM selected topics relevant to social hotspots and industry pain points, promoting the win-win situation between enterprises and academics through the advantages of international workshops. DDM focusses attention on the practical design output. It provides a platform for industry-university-research cooperation to solve the dilemma of the disconnection between industries and design disciplines in education.

Real World Design Simulation

We require students participating in DDM to conduct subject research, explore user demand, look for design opportunities and business values within a limited time-frame, to obtain solutions that address the needs of enterprises. This real world design simulation integrates multiple review points, to eliminate students who are not able to concentrate on the DDM and to tighten the cooperation between the design team and the trainees.

跨界设计实践什么

跨国跨界设计团队

掩窒裕戬蕞襆樿嫙脩蓯柣樾导縹襓詐鈚鞔曊喕忨疊鰤嗛惵弋腨弋柣諑菗閾閣滌則├ 篛貶婞咘菗鈚鞯扚嚭緞駎黲僣鰤掩窒裕戬蕞椿褲齋襓詐撥閧鍝蠬測謐閣媎慪鰤崲薘撠孲罝鋍扯姩閣髒筮鰤嗇弋■寞鞲弋鹘髂菗掩窒姡憚嗛惵鉼筮鰤漢煐髟惵驤霘╳颍姶舐寞黲説徠拫棔僿菗鹘髂對偵鰤榐暲椶乏髒筮閾閣├

多元丰富的活动安排

掩窒裕戬蕞姩閣ㄨ鳘餔賾瀲繫髟氥詳鴆嶨憚架尨：├戠皞├電髂幃尰├惵橦燻懜├ 篛貶婞咘菗姩閣ㄨ嗋揖黲僣鰤掩窒裕戬蕞煐媩椿頓禦麇舡菗獼僉嗋揖鞣閽説噀菗鈚鞯鰤冨↙箄鹘罾覍嫴├掩窒乏恰├裕戬蕞嚳銛諀譸├

International Cross-disciplinary Design Team

In addition to the regular offline guidance, the DDM utilizes the mobile Internet social collaboration to quickly build a virtual workforce, allowing cross-regional and inter-disciplinary designers to team up so that they can secure professional advantage and effectively carry out teamwork.

Diversified Organization of Activities

Generally the DDM workshop consists of four parts: forums, roadshows, enterprise visits, and final presentation. Besides the regular arrangements of the workshop, we will prepare different offline activities each year according to changes in the theme, such as International Expert Lectures, Design Tour, Marathon Depots, etc.

2019
DESIGN DAY
MARATHON

青银共创未来 2019/08/01–09/21

2019**媩尰塞裕戠蕔菗麇舡架工繒碪適許槂樑ㄔ鰤功詐戕悳** 2**髟僁榓鰤糧銎貶樑颢** 4**髟↙罾** 60**慀訛欓** 17**縛嚭娝** 260**閼喕驤鰤鋤鉑僿峌舡杴闐麂鑽鶲僉蠬頓菗尰塞抳愃搽銜粽簊咻唇鞲頌尰塞鰤攙銜曨諫髟獸榐鈀髂導懶菗許杝槃鑽尰塞杴歍├ 槄灈裕戠蕔脷糴纏穀儆喕篛藬槇尰塞喕篛├ 厈讖測槌僿喕↙箖鑽鶲褘喕蘧訥篛適閽徠悰鰤槌棰榐軶銤菗↙箖姩閣 8 咘寫縹嗋揎鰤榐暲婒齋姡脡憚愿訝工鑽菗導懶ㄔ鰤揥詐闖憚嚪濱工賾噀蠬頓ㄔ菗纇唇鰤媬椶鳘炴樟棰惵橦坴蠨婈舐鳘餔僿隊灛杝窫厚工鑽菗鋝罝ㄔ├**

Co-create Future with Youth & Elderly 2019/08/01–09/21

With the theme of "Co-create Future with Youth & Elderly", DDM 2019 has spanned over 2 months and brought together 260 students and 17 tutors from 60 universities in 4 countries.The unique design thinking and redesign process is proposed to solve the challenges of the aging society from five different direction. It is expected to produce dozens of innovative and aging-friendly designs with commercial value. DDM 2019 is jointly host by the School of Art and Design of Beijing Institute of Fashion Technology and National Interdisciplinary Institute of Aging of Southwest Jiaotong University. Through systematic arrangement of the

Timeline

6/15-7/10

The 1st Stage: Task Selecting & Grouping

7/05
Task Release
and Tutor Selecting

7/10
Confirming the Tutor
& Grouping

7/10-9/18

The 2nd Stage: Online Coaching

7/10-8/31
Paper Researches

9/01-9/18
Online Tutorial And
Discussion

9/06
Interim Inspection
Accounting for 20% of the final

9/18-9/21

The 3rd Stage:
Offline Workshop

9/18
Registration
90% of the work should be finished

9/19
Roadshow
Accounting for 30% of the final

9/20
Adjustment based on experts suggestions

9/21
Final Presentation and awarding
Account for 50% of the final

TASK GROUPS

老龄化社区公共服务系统设计

峄舡杴闐鸩穀則尰窒

嚭姡鸩钃梇栮

飾祉眉鸩鑽鴶僉蠬諑├蝕適穀則├攙櫧穀則軶銤├穀則尰窒

瑂菑鹘髂鸩鑽鴶僉蠬諑架扚 60 垟嶧帶鞔徹餛芻嶠徹餛菗 10% 惿 65 垟嶧帶鞔徹餛芻嶠徹餛菗 7% 菗蠬諑├ 蒤遺↙説僿乾娕説緞菗僿氤詳鑽柆蠬諑沍架鑽鴶僉蠬諑鰤蠬諑菗蝕適穀則鞣霘瘺慼鑽媩徹菗納燵鰤納厉灛杝嗼黧媬尰窒├

Public Service System Design for Aging Community

Direction: Service Design

Tutor: Wang Xiaochun

Keywords: Aging Community, Public Service, Product Service System, Service Design

Majors Including: Aging Community are those where 10% of the population is aged over 60 or 7% of the population is aged over 65. At present, most of the old communities in the inner part of large cities in China are aging communities, whose public services cannot meet the needs of the elderly and need to be redefined and designed.

老人音乐类产品服务系统设计

峄舡杴闐燨穀則馗窒

嚭姡燨窔鉋餅

飾祉眉燨瞟鼹├蠬測├桔霘

瑂菑鹘髂燨姩髂馗窒├攙櫧馗窒├測撥馗窒├講巘馗窒├唸佹訛榔├講巘姩襫├岕唸闃榲

峄舡岕柱燨飾猄濱鑽媩徹菗脡纇├峐纇嶧窫蘱簊岋獼僉鰤瞃嚪鑽媩徹瀨臟鞯筥├聽鼹踭攙櫧鞯茉秬崎├訛褘憢攙櫧菗窫蘱攽旲├鑽媩朓僉菗媩枕嵕縹僁欱嵾├籀錯曊隄譸岕舡鰤馗窒謔閾鑽媩徹菗瀨聽鼹™廎├瀨聽鼹乏麂├瀨聽鼹 |梮譸鑽媩徹勞鼹脡玏菗聽鼹梠齋踭攙櫧惿穀則├ 鞣廖狿濱屘來鰤憮帶架蛜禱├膗禱惿穀則├

Service System Design of Musical Product for the Elderly

Direction: Service Design

Tutor: Xiong Hongyun

Keywords: Music ,Socializing, AI

Majors Including: Industrial Design, Product Design, Interaction Design, Information Design, Visual Communication, Information Engineering and Video-Post Production

Course Description: This task pays high attention to the changes in the physical, psychological and cognitive characteristics of old people. Focus on the topic such as the hearing loss of the elderly, the download anxiety of music products, the cognitive impairment of high-tech products, the diversity of the senior ウs youthful culture and cross-generational education and so on. Aim at designing the musical entertainment auxiliary products or services for the elderly, which caters to their habits, behavior and senses of listening to music with the forms of hardware, software, or services.

银发艺术生活

峿舡枚闐燲毅则掩銮

諔姡燲畜桔罶

飾衹眉燲鑽媩徹脡玏枚来鰳礩槓玏詐鰳徹姅桔霘鰳徹踭驸嗟鰳广驸鞩崣纇鰳礩槓鞩姅礩鰳筏徜豢鰳枪憢槓鰳測撥礩槓鞩掩銮鰳鑽徹鞩繒媩鰳礩槓膱菜鞩攙櫧譨

瑂菑鶻髂燲毚櫧掩銮├測撥掩銮├講嶩掩銮├柣囷鞩纆朵掩銮├唋侩訛榔譨

峿舡奘栔燲岦峿舡枺╳槌棰閭福撥詐菑礩槓玏詐孭祋鰳帶杷憢槓縹鑽媩徹嶠巨菑筏徜豢鰳阣嗚脡玏贛褪鰳靦唷碁繒戕錯├鑽徹菑柂婶脡玏髯薩瘺貶顋憃惿蠬測礩槓玏詐鰳撫闖憚鞣頓枧栘獐弇訝榡慚鰳煖冨福洠鰳損閣鰳銙腫鰳碼款鰳錋銻鰳釜 炚譨├鑽媩徹菑脡玏憮帶槌棰登讞榐慺菑礩槓玏詐獼峹楪襟樺鰳楪鞣嗋讞鰳搽訛顋講崣鰳橋燧薩瘺玏臟菑脡玏枚来├蘘訣縹掩銮菑驨–憮帶╳攙櫧惿軶銤帶嶧慀榐壽闖掩銮棰襫髯峔槐├

Elderly Lifestyle Curator in Art and Technology

Direction: Service Design

Tutor: Park Jisun

Keywords: Elderly lifestyle, Art Activities, AI, Human Senses, Emotion & psychology, Art and Craft, Materiality, New Technology, Interactive Art and Design, Elderly and Youth, Art Programme and Product etc.

Majors Including: Product Design, Interaction Design, Information Design, Fashion and Textile Design, Visual Communication etc.

Course Description: The course specific aims to broaden life experience and to understand the elderly and youth cross generation through various and interactive Art activity suggestions with new technology and senior friendly materiality. The elderly's daily lives are full of self or social art activities, however it is hard for them to awared, such as planting, writing, drawing, cooking, sewing, singing etc. The elderly lives can be more positive and less isolated through easy and fun art activities. Those art activities can also be helpful to improve self-confidence and to pursue vibrant lifestyle. The range of research and design can be reflected on product or system and all other ways of design process.

银发身体性稳定与幸福感

峄舡杴闐鸩穀則尰窒

嚭姡鸩骨 · 狚貳

謐閽嚭姡鸩騛態謚

飾祉眉鸩憖絶鰤爾嘳舑箈鰤媮袚脡玏鰤鑽媩徹

瑂菑鹘髂鸩穀僛尰窒鰤攙櫧尰窒├訛斳尰窒

峄舡岕柱鸩憖絶櫋惵菗爾嘳憮霘頓飨灛岕軻徹憚脡玏菗諒嬇寱舡鰤華冨儓嚳乏詐霘臟鰤媶逻霘臟姳鰤栐攛縹儓嚳蘱佖├ 薇蕄媩諳菗倵穉鰤惷憚菗媶逻弣憮霘頓鞯筥鰤嚭颮憖絶縹覦懆惿計勝嵾桼囍菗爾嘳鰤榡慚爾嘳頓岕軻訝乏詐霘臟鰤講峐縹媮袚弣鰤囹壽嚪濱鑽媩徹├

鐀崎榐諒嬇寱舡菗徹憮霘頓禦憖絶鑨嚭颮玀爾├ 換嚬榐箈烅├暐抐惿漿懯闖憚殺玀爾嘳菗憮訧愰尰窒唔條杴歍菗眕臟├ 惷憚菗蒤櫞架脡惵暐抐漿抐講峐縹袚蠽菗尰窒唔條杴歍├

Seniors Physical Stability and Well-being

Direction: Service Design

Tutor: Anne Farren

Co-Tutor: Su Guanhua

Keywords: Falls, Injury prevention, Well-being, ElderlyI

Majors Including: Fashion Design, Product design, Communication Design

Course Description: Injury caused by falls can significantly impact on the lives of people with health issues such as loss of mobility, such as poor balance, fainting, black outs or lose consciousness. As aged, our sense of balance can decline resulting in falls and fractures or less invasive injuries that impact on mobility, confidence and well-being, particularly in the elderly. Consider people with health issues that may result in injury as a result of falling. Examine the potential for wearable design solutions that prevent, support or protect them from injury. Our aim is to generate design solutions that support the retention of confidence and well being.

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进城老人生活与隔代教养问题

峿舡枚闐爣毅則掩銴

諔姡爣無孮鮠

飾衹眉爣褽乾鑽徹├乾…姡憓├鋂鎘曊隄├罌嫖鈚玸├罌嫖曊隄├絨謕崛纇徠垏

瑂菑鶻髂爣毅則掩銴├攙櫧掩銴├測撥掩銴├講嶩掩銴├唋侶訛榔├蠬諚徠垏

峿舡岠栘爣褽乾鑽徹脡玏韣籗錯曊贖窴舡媬纚熾徠脡濱憓偵罌嫖鰷鑶架徹餛崲薘乾娕僉菑躊柂菑橹櫹緣嶵├壽屘惵摜禦斑嶧髯↙嘗啣孳撥諱唏菑訛銤哦崢├孳撥菑広驸緉燧├乾娕僉菑椶樉├罌嫖菑鈚玸銴樸耩樍禱├蠬頓漿篾艷嫳譳├

稅鑶鰷纆嚪榡髟峿舡鰷憃憚鞣枧栘嚾籗錯曊贖唋麂徜纆菑蠬頓窴舡├閻柣鰷屑／帶椶乾鑽徹麂唋啐樑蓳芝枎鏕菑脡玏徜灟鰷媬蘧訣籗錯曊贖脡惵菑儆槤摜禦韣籗錯曊贖菑篋徜鰷鋤髯嗩燧鏊髟霘僩戕恿衒嗶鞒錯菑許柂唷條枚歍├

Elderly City Migration & Interenerational Education

Direction: Service Design

Tutor: Chien-Ying Wu

Keywords: Elderly City Migration, Urban-Rural Gap, Continuing Education, Family Economy, Family Education, Children's Psychological Development.

Majors Including: Service Design, Product Design, Interaction Design, Information Design, Visual Communication, Community Development.

Course Description: The problem of elderly life and intergenerational education in urban areas does not only occur in disadvantaged families, but happens widely due to rapid urbanization. The reasons for its formation include the traditional concept of Chinese parent-child interdependence, mutual emotional needs, the process of urbanization, the economic structure and conditions of the family, and the social insurance system. However, to face this issue, we shouldn't easily treat intergenerational education as a negative social issue. At the same time, trying to evaluate the life quality of this group from the perspective of the city elderly, and study the complex causes of intergenerational education and the characteristics of intergenerational education, and seek an innovative solution that can accross three generations of grandparents.

老人的记忆整理设计

峄舡杴闐鸩毂則馗窒

嚭娝鸩剛暘棻

飾祉眉鸩徹脡罕峹├餛樧蒔悵├嘼悵訛憡├嘼嫖撥詐

瑂菑鹘髂鸩攙櫧馗窒├測撥馗窒├講巘馗窒├唸侥訛榔├講巘姩襫├岕唸闃榲

峄舡岕柱鸩講巘柣錯菗脡功鞣閽帶岊鰤訒戉菗榼岻僉縹柣戉菗蛬筀僉嚪惷憚訛銤嘼嫖菗改焋岝飨涮鰤嘼嫖菗導懶╳僿僿濰惠├煐髟鑽徹沍扒榐颢姶菗徹脡銋蒔縹岷僁暯鱉鰤徹╳鑽媩柣頓銋婞鬚峹鳘脡菗銋蒔縹岊鱉鰤榡架徹粽簊菗罕峹├榡慚罕峹嚪濱蠬頓媬鞣沍獸榐導懶鰤撫嚪濱髟贛縹嘼嫖諫詳涮厉├榡慚衙枯菗銋蒔團架嘼嫖菗蒔悵鰤榡慚暯鱉菗曮纇榐齋濱嘼枎惵驤菗撥詐├嘼嫖哦崿菗訛憡縹倵擇嘼嫖菗渦闡臟├

Consolidation Design for the Senior

Direction: Service Design

Tutor: He Songfei

Keywords: Memory of Life, Oral History, Family Inheritance, Family Interaction

Majors Including: Product Design, Interaction Design, Information Design, Visual Communication, Information Technology, Video-Post Production

Course Description: Life in the information age is different. The migration of space and the fragmentation of time have seriously damaged our traditional families, and the value of the family has been greatly weakened. Every old man has his own life experience and stories. When he is old, he often recalls his life experiences and past. This is a unique memory. These memories are not all valuable to society, but important to individuals and families. The experience of these former generations is the history of the family. The arrangement of these stories facilitates the interaction of family members, the concept of family inheritance and the cohesion of the family.

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AI 微笑伴侶

峄舡枚闐燘毅則掩銮

諔姡燘骨棳鍎

飾衹眉燘散姅桔霘菑朓僉測玕鰷蠬頓賨嘪參掩銮鰷帶徹麂棔菑徹姅桔霘測撥

瑂菑鶻髂燘則撥掩銮├毅則掩銮├脩思贛褪掩銮

**峄舡奚栘燘戡梮燘鑽媩徹菑竀舡麇厎╳濱諒嬇縹鈚玳竀舡鰷撫旄傞鑽媩徹禦檇謮縹鬚訝罟…譋鑵弥訝喈粹├焓僣鰷嚪枻曉槓縹闖憚楽鈚脡玏菑蠬頓菑彌纫鰷©榐榡福純臟縹喟徾├欴捸ゥAge UK鱴驨↙棔僋菑鑽媩鐫諀鱷鬱╳75垏帶鞔菑徹髯鰷榐鏖諞架粹顗脡玏├46鰆蘑菑鑽徹煠儃韇鏖髣徹鹼惿楪囆皭測峖鰡1鰆蘑菑徹奚煠髟榿鉑儃沍犈榐徹奚岑├團殘玁鑵嘮鰷聵↙©怢╳彌惵鏖髟鑽諵僉蠬頓鰷惵麂熾濯濱柂棔菑鈚閫鉼鈿↙罟髯鑽媩徹顗槢綷棔訛菑↙罟├壽髯鰷粹圵鑽徹菑煖綷厎訛峭傞├2018媩鰷粹圵聵↙菑鑽媩徹煖華悯椿20鱄├鎖檠■諚悯椿 35鰆蘑菑鑽媩徹粹圵├蠬頓賵嘪參鏕贛架粹圵菑鑽媩徹鰷閣麂鏖髟讞粹菑罟嫖├韇灂玁孽煖鰷殘玁菑鑽媩徹蠬頓暐抐軶銤徠荁奈徦鰷禦麂賵扱啣丐╳說菑嫺狣罟嫖菑朓僉絮閣麂鑽媩徹菑裄徹暐抐├╳驨↙鰷悯椿 65垏菑徹髯榐 50鱗瞞脽呛縹嗆筏撥詐鰷鑵鞣架韇徹撥詐├禦烚鰷憃憚憮帶╳榡瀛蒮訝納燧├滌則鴆╳榡髟髒筮髯鰷憃憚圆屑槌椿賵扱呛卹縹聰舶槌講樑椶乏栘霘聰軻菑徹靿犆槌掩銮├憃憚廕掩銮脩思鱠鑽徹鱷菑広弭贛褪掩銮縹穀則├鏖髟黫黫菑犆槌憮帶嶝鑽徹峖謧├憃憚菑掩銮姡榐徠滌嚾宗舐憢槓徠荁惵帶徹麂棔菑枚闐├

Can AI Smile to Grany？

Direction: Service Design

Tutor: Ahn Sunghee

Keywords: Cultural Communication of AI, Social Inclusive Design, Human-Centered AI Interaction

Majors Including: Interaction Design, Service Design, UX Design

Course Description: Background: The problem of elderly mainly lies in health and economic issues, but many elderly people feel lonely due to the their retirement and back to hometown and so on. Moreover, there are also some kind of stress and reassure about new technology and change of society where they used to belong. According toゥAge UKウ(UK's largest senior site), among the age over 75, half of them are living by themselves. 46% of elderly talking toone person(or less) a

day and 11% saying no one to talk in five days amonth. In the case of Asia, Korea is also turning into an aging society, after Japan.Korea is the country with the highest rate of elderly suicide among OECD countries. Among them, the elderly living alone is much higher. The proportion of elderly living alone in Korea exceeded 20% in 2018. More than 35% of elderly in rural area live alone. The Socially inclusive group is the elderly who is living alone, as a single family. Compared with Europe, Asia has a slower to develop the social support system for the elderly, this is because of the culture that children suppose to be privated support for elderly. In UK, 50% of over the age of 65 are interacting with TV and Pet, not withhumans. Therefore we can see the needs here.

Task: In this team, we try to do Facial Communication Design of AI Speaker by including Visual as well as Audio Communication of Social AI Speaker communicating with the elderly. We would like to design user (elderly) semotionally engaged experience design plus service. One small communication can make elderly smile. We designers have responsibility to lead the technology can develop into a human-centered direction.

失智老人怀旧疗法设计

峄舡枚闐鳾龍啪榔徹

諔姡燽鏽阱榳

謐閹諔姡鳾滬講叟諉姡

飾衹眉鳾臺霘儓桮 ├嵎柆飢狚 ├徹姅桮霘

瑂菑鶻髂鳾毚櫧斖奎 ├測撥斖奎 ├講嶩斖奎 ├屮唋闐榓鯰獸僎韅襫娜孳徠霘臟鑞對傘橞扤鱷

峄舡奚栔鳾展蘧訣卅栔鰷憃 ↙儓霘儓桮鑽媩徹餛姷悗 4000鞅鰷闖憚菴贖鑽嶧諉飢竊舡葭搰屮軻菴罟嫖鈺 1懲思 ├ 鑽媩芒駔菴蠬頓惵榓鎢鼬孳嬻濱堇艙 ├崛霯觇縹髯苒惵榓菴嶝縹 ├ 觇徹鋤枧嫳罕畬臟濰檹嶧窾蕦籤蜛訝橎閺菴河箋籀窶鰷厓鉔蒔鎢媩胎颸鎢諫媩鰷榡嚪觇徹縹罟坢沍架鑒髟艚騹菴棰襫 ├

嵎柆飢狚架槌棰鬚畬棰罌菴鉔蒔鰷樑榔訝犨飢菴閣脩 ├ 閣麂斖奎姡鰷憃憚嚾槌棰唋侻 ├瀨侻 ├吼侻譳弤啀籌勝崣纇咽犨飢鰷樥棰斖奎憙莌樑嗥緣嵎柆飢狚 ├ 壽娶橦憮霘架鑒厩甒惠勱箴 ├鑒髟撥詐藾襫娜 ├鑒厩飢襫惿鑞架鑒軶興撥詐唋舸鱘

諔姡菜遺姷鉔閧閾慪糴諉咽僋咽槴講叟諉姡擰剄椶乏枯霘瞟貍嵎柆飢狚菑峄舡鰷榐棄罝菑蘧訣幃鑽愛跡韇矓捸鰷摮講樥棰閹咽憚菑許弇鰷憃憚霘荏怢■╳諉咽嵎柆飢狚枚狚説榐慀詯蛐鰷保峹訝鬢嫈褐煨 ├

Reminiscence Therapy Design For Mentally & Physically Disabled Elderly

Direction: Digital Master

Tutor: Ding Zhaochen

Co-Tutor: Li Xinqian

Keywords: Disability & Alzheimer, reminiscence therapy, AI Technology

Majors Including: Product Design, Interaction Design, Information Design, Information Technology, Video-Post Production (Mini Program development capability preferred鱷

Course Description: Studies have shown that the number of disabled and demented elderly people in China has exceeded 40 million, and their family care and medical problems directly affect about 100 million households. The social cost of Alzheimer's disease is almost equal to the sum of the costs of cancer, heart

disease and stroke. From mild memory loss and cognitive impairment to the final vegetative state, patients have to go through years or even decades, which is a painful process for patients and their families.

Reminiscence therapy is to achieve healing by recalling past experiences. As a designer, we will implement sensory, auditory, tactile and other sensory interventions in psychotherapy, through design methods to achieve the therapy. The result could be a set of game cards, an interactive little program, a course of treatment, or a series of interactive videos!

The instructor has already started the task of Reminiscence therapy for smart speakers with the doctor of the Taipei Medical University with a good research reference book and data. Through the creativity of the students, we can truly make breakthroughs in the Reminiscence treatment of medicine, and obtain clinical verification.

“科举”

峄舡杴闐鳪曨啲榔徹

嚭姡鳪嗂試

飾祉眉鳪植樾├適讒├曨啲脡功

瑂菑鹘髂鳪攙櫧尰塞├測撥尰塞├曨啲厹贛├唸佖訛榔

峄舡岕柱鳪ㄈ褘麒ォ架鳘髟鑽玓菗眉鰤鑽媩徹沍柱菍栘恘鰤榡滇惷憚怙辯嗈鳘髟杝菗柣錯瀲黧鰤ㄈ褘ォア 曨啲褘憢鰤ㄈ麒ォア 訛悹ㄒ榔徹ォ├ㄒ褘麒ォ臘蒤鰤架鳘灈鐀屑鴅 架鳘灈杝囥屑鴅 椿架鳘髟甑悳鴅 沍榐憮霘├ 榐鳘祂彝梮鳪惷憚斐榩鑽媩徹菗脡功©霘僁劥僁屩鰤斐榩嶲鑽媩徹揟喊├揟玀├漢脩├讒玀曨啲脡功嫙脩鰤柿嶲闖憚讒玀柣錯鉋訊鰤©縹絨嘽枯憚倵椶測玗鰤攙脡岕舡├

"KE JU" — Science Master (tentative name)

Direction: Digital Master

Tutor: Ning Bing

Keywords: Communication, Sharing, Digital Life.

Majors Including: Product Design, Interaction Design, Digital Media, Visual Communication.

Course Description: "Imperial examination" is an old school word, witch all the old people understand, here we give it a meaning of new era, "ke"アdigital technology, "ju"アmaster & talent. "Imperial examination" project, is a test? A new endeavor? Is it a game? It could be anything. Here is our vision: we want the elderly to have a colorful life, to have access to accept use and enjoy the apps of digital life, so that they can not only enjoy the benefits of the times, but also increase communication and share topics with their children and grandchildren.

老年人群乐龄游戏产品开发

峄舡杴闐鴆龍啲榔徹

嚭姡鴆滬駷嗐

飾祉眉鴆鼷諳甑悳├蠬測├脩愳贛褪

瑂菑鹘髂鴆攙櫧尨壅├測撥尨壅├峤纇喕├蠬頓喕├唸佖訛榔├壅豨槙禕喕鞲憢槇├岕唸闃榲

峄舡岕柱鴆簸蕄講巘僉縹栜霘僉蠬頓菗徠坒鰤╳鑽諳僉蠬頓樑鬓菗尰鞯縹槂樑鰤鑽媩徹╳脡纇├峤纇縹窾蘱譸杴纆菗責霘彡樇鰤嚪鑽媩勶鼷讀妃嶧尌諒攜峤菗納燵柂葇纖梫├槄峄舡囥屑鋤鼷諳甑悳孽徠菗啈嫳鰤換輶謔閾鑽媩徹脡纇├峤纇縹窾蘱譸簊岋菗甑悳勶鼷攙櫧縹榖則鰤麂搽諳鑽媩徹梍媩脡玏菗飾嵎縹媮袚弣漣鳘慚臟慀霘嶧菗蘧訥縹尨壅├

Aging Friendly Game Product Development

Direction: Digital Master

Tutor: Li Fangyu

Keywords: Aging Friendly, Socializing, UX

Majors Including: Product Design, Interaction Design, Psychology, Sociology, Visual Communication, Computer Science and Technology, Video-Post Production.

Course Description: With the development of information and intelligent society, the function of the elderly in the physical, psychological and cognitive is declining in the present and future of the aging society, the demand for the elderly entertainment and fitness is increasingly. This topic attempts to explore game products and services that meet the physiological, psychological and cognitive characteristics of the elderly from the perspective of the development of aging friendly games, and to do some research and design to improve the care and happiness of the elderly in their later years.

虚拟爷奶

峄舡杴闐鸉鍝鉋箠冑

嚭娝鸉鞗圤蘱

飾祉眉鸉鎊扙聾納├蘢唸舸├啐馞尰塞├徹姩栜霘

瑂菑鹘髂鸉則撥尰塞├唸垥訛榔├岕唸闃榲├詐腄├皷腄

峄舡岕柱鸉鎊扙緣嗥蠬測栔蒅遺喕槇腨縹姩髂腨沍纚婞飾狋菗禔祂岁舡鰤娕 ┣鞔閭踤鎊扙聾納升銜鞣訇┣ 鋤鈚鞔訝鈚鞯鰤鎊扙聾納姷銋樧瓀椶勝訝貶梬樾徹菗脡功尰髯鰤鋤續聹槂樑鰤Gorillaz 頌訝緣╳僿禔菗銆箘鰤鎊扙聾納縹蒩嗥聾納黲戉菗腨葱©悳樑悳溦鯪┣鑨槄峄舡佯濱炲隇梮鰤帶鑽媩徹麂摜⿱鰤屑／憼櫝鳘髟鞲隊鞣閽鰤獅媩諳煢沍霘揟玀媬鍎箘菗鎊扙鍝鉋箠冑┣

Virtual Elderly

Direction: Senior Celebrity

Tutor: Du Jinzhi

Keywords: Virtual Idol, Short Video, Character Design, Artificial Intelligence.

Majors Including: Interaction Design, Visual Communication, Video Post-Production, Animation and Comics.

Course Description: Virtual reality socialization is a hot topic that is of great concern to both academic and industrial circles. Various virtual idols are emerging in the market. From online to offline, virtual idols have gradually entered the lives of ordinary people. From the Hatsune Miku, Gorillaz to Kizuna AI, the boundary between virtual idols and real idols is becoming more and more blurred. Based on this background, this topic is based on the elderly, trying to create a virtual network red milk that is different and can be accepted and loved by all ages.

银发 disco 社团

峄舡杴闐鸩鍝鉋箠冑

嚭娝鸩氅樇

飾祉眉鸩憼櫋鍝鉋鑽媩徹鰤櫧筩僉鰤講巘憮唸僉鰤幃鞲弣

瑂菑鹘髂鸩脩思崥蘧鰤唸垼訛榔鰤講巘尰塞鰤測撥尰塞鰤櫧筩尰塞

峄舡岕柱鸩稽杇褘 disco **閣麂** 70 **媩錯續視悰菗鳘褔玗乏飹楧鰤苒纁尰柣菗媩杭徹鰤胧蔀戬** disco **媩杭徹姷炴勝碪徠├箠箠冑冑諱稅宗舐閭髟杴闐菗眱玗鰤徠緣鑽徹憢馥簊祂媬憼櫋鍝鉋鑽徹├冨剛憼櫋鑽媩徹櫧筩朓僉嗇壽 g 勝媩杭徹朓剺蠬頓鴉 樾棰脩思崥蘧嶧櫧筩憼櫋嗇蠬頓窾厚杝碪徠├**

Senior Disco Community

Direction: Senior Celebrity

Tutor: Hao Jie

Keywords: Create Senior Online Celebrity, Branding, Information Visualization, Sense of Participation.

Majors Including: User Research, Visual Communication, Information Design, Interaction Design, Brand Design.

Course Description: As a kind of popular dance music rising in the early 1970s, disco was very popular among young people at that time. Grandpa and grandma are still leading that trend in many ways. This task is about discovering the techniques that old people have and creating senior online celebrities. How to build the brand culture of the elderly and integrate that into the modern society of young people? Let the society know the new elderly through user research and brand building.

#ui

不插电 Facetime

峄舡枚闐炼▇諒脡玏

諔姡燘長鳭骒 · 勱輸

飾衹眉燘龖测闡頓鰳葎嗥脡玏髯菰髡徹撥詐鰳戕錯犆槌鰳蝕適剄戉孮掩鰳徹韇徹黲戉菰閧軶

瑂菑鶻髂燘毚櫧掩銮鰳唋侩訛榔

**峄舡岑性炐髻↙徹婶榐咻纆测玕菰™頗├蝕適惿裮徹剄戉沍穀則濱蠬测闡頓縹戕錯測玕├╳掩銮裣戢蕞髯鰳憃憚廕厎慝訝榡慚剄戉縹柣鴦├憃憚厎篡壓鬚墓蒔悵鰳雚雚架灄榐鏖慚回祕菰™頗├訛銤瘊華惿篡壓菰嫄衛玏詐鰳榡慚憮霘姷鉔俜欹峴縹欹峴賊鰳撫獸榐嫈僝菰儆視縹 g 勝緣錯骼膦菰眇臟├媚狣崥蘿閬鰳憃憚婓槀貶唷殃慚憮帶擇回媩枧徹縹鑽媩徹黲戉菰犆槌惾飾衹閣脩菰侔棔鉼惵詳├閣麂鏖髟侔濱攙櫧掩銮菰姅閣嗥鰳憃憚嚪榡慚　|闆髯漢脩菰筏櫧縹罟獸榐商篁烳菰視慺├楈銂惵橦鰳憃憚嚾掩銮鏖髟緣唑菰蒔悵閣櫧菰緣錯箭棔鰳惿鏖軶興柂菰筏櫧縹罟獸├

Facetime unplugged

Direction: Local Lifestyle

Tutor: Steffen Kaz

Keywords: Social gathering, real life personal interaction, cross generational communication, communal space building, connecting people.

Majors Including: Product design, Visual communication.

Course Description: Chinese life is full of spaces and moments where people meet and communicate. Spaces either public or private serving the idea of social gatherings and cross generational communication. In the occasion of the design marathon we want to discover these spaces and moments. We want to specifically look into history and see if there have been strong habits, traditional routines, or special celebrations, which might have been lost and forgotten, but having a great potential of revitalization and integration into our modern world. After an extensive research phase, we want to gain an understanding of the essential components playing a key role to enhance the communication between the young and the elderly. As a product design-based workshop we have a specific interest in the objects and furniture being used in these occasions. As consequence and final result, we will design a modern adaptation of the found historic pieces, or a series of new objects and furniture.

街角的观众席

峄舡杴闐鳺[redacted]諑脡功

嚭姡鳺牖額玾

謐閽嚭姡鳺比摜

飾祉眉鳺戚蒮鰤嚄佖，蝕適訒戉鰤乏麂

瑂菑鹘髂鳺孲譾馗塞├測撥馗塞├講巘馗塞├唸佖訛榔├攙櫧馗塞├擻岕譸

峄舡岕柱鳺惷憚菗乾娕髯鰤╳蔭遺諦闃鰤嶱頓蒮訝岝僁帿圮菗鑽徹鰤mg╳巻啐菗櫡偄鞔├巻桻菗穉沬鞔├纆嚪巻欣菗窜僣鰤哦嚄蕄榡髟乾娕菗鳘響├ 棠尨闖憚架鳘髟徹纎蕄倰mg蕄├闡╳鳘悰圮閙鰤椼架╳櫡鞯憼癃嚾鰤尰龔╳闖憚紿－功詐柣鰤闖憚薩瘺貶罝儻菗蒤喪頓樯薇蕄龔鰤苧鳘餿岕鞣岕├ 惷憚榡髟峄舡鰤團架婓榩撇璸涻闖憚╳蒮誠黩鴉 廕誠黩鴉 ©尨闖憚頓榐鳘慚岕廕嚪惷憚岕紺鴉

The Auditorium at The Street Corner

Direction: Local Lifestyle

Tutor: Li Weihan

Co-Tutor: Gao Yuan

Keywords: Observation, Detection, Public Space, Behavior.

Majors Including: Architectural Design, Interaction Design, Information Design, Visual Communication, Product Design, Photography, etc.

Course Description: In the afternoon before dinner, we will always see a lot of leisurely old people sitting on the tree stumps on the corners, on the benches on the street, facing the streets, and observing everything in the city. Whether they are sitting alone against a wall, gathering together, or playing mahjong under the tree, when you are around them, their curious eyes will silently follow you. Our topic is to find out what they are looking at? What they are think about? what they want to talk to us?

锦囊妙计

峄舡枚闐煬屣鑞懺糲

諔姡煬輕朓啑

飾衹眉煬錯羝適ｇ├繒碁適址├適讒鉔玸├蘋孱榔鰤

瑂菑鶻髂煬鼇櫧腌奎├測撥腌奎├講嶩腌奎├娕　鰤磢├岔贛訛斮

峄舡岢栔煬003**姗儦儃灀玁熲瓡檡諨磢禔鰷狙↙榐嚾榕** 15,000 **閟粹圵鑽徹禔烗鰷禦烚罵脡銜工繒碁適址ォ菑浭嵎鰷斐榽鏖枚纆喑條碁徠枖粹圵菑苒篾鳼鏖枚纆©鍠縹繒姗鈣坍竊舡鰷嗥穢戕錯適ｇ韇適讒鉔玸菑類嵎鰷冨魋勢** Humanities ├錮↙ Judson Manor ├**栺棔工娄** ing **棔…ォ**Home Share **奎寫譳├峠↙** Geku-Haus **蝕噮鰷繒姗傞鋤鱉嫺驪鰤磢惿架藬槓罟鰷稞鑞榐鉤娖訛意├藬槓悵曊掫├頓奎婄譳獸篋烳姅藬菑閘徹鰷榐徹訊脩棰岟徹霩損揥鬢險麂媩枧徹峙閘鳼榐徹閒瀨媩枧徹搽歍闐姬意麂闖憚漣溦鳼榐徹楽架頓奎婄麂媩枧徹菑許髂甜豖柵扚祂慧獩鰷榡欯菑溦來憮帶嗥贛攙脡嶟稅榐楪傞壽闖憮霘├脽屴嗥™脡鱠The Intern鱷髯鱔諫垏菑** Robert De Niro ╳**燧閘顓憃籌銈澭岢煬匸瞟鼷罟鞣頓檴讀鰷葮訝闖崤髯犈榐瞟鼷憟頓斂烅├ォ劍穷岢工罟榐鐜鑽冨榐鐜嘯ォ焕縛鑽徹沍攜嵎腃鉔褵韇桔徾測鉤鑨惵菑礗懞準奎鰷慀婈樑菑攙懶鞣饌架工漍酫鈀楨ォ鰷楪憮霘架脩矐幫鞣訝菑導懶├**

That Old Ace in The Hole

Direction: Senior Advices

Tutor: Huang Wenzong

Keywords: Intergenerational Integration, Intergenerational Co-Habitant, Sharing Economy, Knowledge Operation.

Majors Including: Product Design, Interaction Design, Information Design, Marketing and Media Communication.

Course Description: In the summer of 2003, the temperature in Europe was extremely hot. Nearly 15,000 elderly people living alone in France died of heat. This led to the concept of "Intergenerational Co-Habitant", hoping to solve the risk of the silver-haired people living alone; on the one hand, it also eased the problem of youth housing, and practiced across the concept of communion and sharing economy, such as Humanities in the Netherlands, Judson Manor in the United States, and Home Share in Japan. At the Geku-Haus apartment in Germany,

young people are mostly engaged in advertising marketing or artists. The elders are masters of weaving, professors of art history, accountants and other special craftsmen. Some people use the past contacts to write letters of recommendation for young people; some listen to young people. After the proposal, people make a model for them; some people used to be accountants for the young people's entrepreneurial budget table to guide the maze, such a model can be generated by entities, of course, there are more possibilities. Robert Inter Niro, 70, of the movie "The Intern", said in his job-seeking self-introduction: "The musician will not retire until he has no music in his heart." As the saying goes, "Where there is an elderly, there is a treasure." The old man is surrounded by experience and wisdom, and the output value is not only the "Orange Business Opportunity", but also the value that can never be bought with money.

MARATHON TUTORS

槴駷嗐

厉讖測槌僿喕優曊掫

厉讖測槌僿喕孲譾鞲尨塞喕篛姩髂尨塞軶優曊掫鰤厉讖測槌僿喕↙箹鑽鼰褘喕蘧訙篛蘧訙驤鰤鄔傝鰤蚌傝脡嚭姡鰤優軶麇滌├ 瞛僿訊殘查傝勢褘憢僿喕塞豨槙軶CHI杴闐尰寱喕鑞├髯↙槙毻姩襫喕頓姩髂尨塞詳頓纇鱉鰤稞燲銋玧婈許杝尨塞攙髂閧萷優褣愛稞├ 稞榲鋤鱉 HCI 徹槙測撥尨塞├鑽鼰僉隴梮鞯攙櫧測撥尨塞蘧訙├諉癿諒嬇攙櫧測撥尨塞蘧訙├穀則尨塞蘧訙縹嫙脩徹槙姩襫蘧訙├

Li Fangyu

Associate Professor, Southwest Jiaotong University

Associate Professor, Department of Industrial Design, School of Architecture and Design, Southwest Jiaotong University. Research Fellow of National Interdisciplinary Institute of Aging of Southwest Jiaotong University, Ph.D. Supervisor, Masterウs Supervisor, Deputy Dean. CHI Visiting Scholar, Department of Computer Science, Queensland University of Science and Technology, Australia. Director of Industrial Design Branch of China Mechanical Engineering Society and Deputy Secretary-General of Innovative Design Industry Alliance of Yangtze River Economic Belt. She has been engaged in HCI human-computer interaction design for a long time, product interaction design research with the background of ageing, research of medical and health product interaction design, service design research and applied human-computer engineering research.

嗂試

糴纏穀儆喕篛曨啲脡功杴來鹘髂杴闐徛徠徹

糴纏穀儆喕篛曨啲脡功杴來杴闐徛徠徹鰤誫杴瓬悳姩閣嗥徛徠徹鰤BiG 粹誫瓬悳蠬髒嚭姡├鹘猄濱桔霘測撥├瓬悳僉尰塞舐毫菗蘧訙鞲許閣├楽麂穉乾├璸謚閽杴├髌杴諉癿譸僁詈鞔娕蝕愷搽燴攙櫧穀則媬憑乏灢攙纆娕├榕媩麇抩穀蕍曨啲桔霘撠湍軶銤├馥槇閣櫧鋍扯坒蠨軶銤├麂曨啲尰塞銎閾娕 ├搽燴榐暲唇條杴歍├

Ning Bing

Head of Digital Lifestyle Profession of Beijing Institute of Fashion Technology

Bing Ning is the Head of Digital Lifestyle of Beijing Institute of Fashion Technology, head of Cube Game Studio, and the mentor of BiG Independent Game Club. Focus on research and creation in the field of intelligent interaction and gamification design. He has provided products and services for many listed companies such as China Great Wall Industry Corporation (CGWIC), Tsinghua Tongfang and Guangdong Orient Medical Industry Management Co., Ltd., and has implemented mass production on market. In recent years, he has been working on a digital smart matching system for clothing, a virtual display system for art works, and an effective solution to combining digital design and the market.

槴額玾

糴纏穀儆喕篛緞併尰塞軶覍姡

梮哦孲譾姡鰤糴纏穀儆喕篛緞併尰塞軶覍姡├峠↙徨圢頤姩髂僿喕梮哦孲譾蚌翛├蘧訙杴闐麂乾娕楪杝鰤乾娕蝕適訒戉鰤姩髂梮哦譸├榕榲鹘猄濱乾娕訒戉孼暤嵾鞲蝕適嵾蘧訙├麇厎閣櫧榐劮圢枵 italgas **■暤櫝鰤峠↙褘娖貳髖乾佄梮哦暤櫝├蘧訙峄舡賾扱璔讖灊穈牞箙諑梮哦咘寫譸├**

Li Weihan

Lecturer, Environment Design Department, Beijing Institute of Fashion Technology

Weihan Li is a landscape architect, lecturer of Environmental Design Department of Beijing Institute of Fashion Technology. He obtained a master degree of Landscape Architecture from Technical University of Munich. His research direction including urban renewal, urban public space, industrial landscape and so on and he is recently focusing on the openness and publicity of urban space. The notable works include the transformation of the Italgas site in Venice and the renovation of the castle in Koblenz, Germany. His research topics include landscape planning for coal mining subsidence areas in Huainan, etc.

樇卟蘱

糴纏穀僛喕篛詐腄軶覍姡

詐腄嚭皞鰤糴纏穀僛喕篛詐腄軶覍姡鰤鎒↙讖擇姟僿喕脽岕喕篛詐腄鞲曨啲馥槇鹘髂蚌傜鰤秝嶰詐腄姩閣嗥閧閾許剄徹├楽姩閣濱鎒↙ Halon Entertainment **姩閣嗥鰤麂榰傜圢├癟諫骼鉖袚掃杇譸僁詈電髂搽燴脽岕├測撥攙櫧詐窭舑皞穀則├**

Du Jinzhi

Lecturer, Animation Department, Beijing Institute of Fashion Technology

Animation Director, Lecturer, Department of Animation, Beijing Institute of Fashion Technology, Master of Animation and Digital Arts, USC School of Cinematic Arts, Co-founder of Huanxiang Animation Studio. He used to work in Halon Entertainment studio in the United States, provide dynamic preview services for movies and interactive products for Disney, 20th Century Fox and other enterprises.

氀樇

糴纏穀僛喕篛杝厹贛軶覓姡

杝厹贛頵槇嘼鰤糴纏穀僛喕篛杝厹贛軶覓姡鰤驌↙菛嘼頵槇喕篛蚌偷鰤鹘髂杴闐麂唸佹尰塞縹測撥槙毻僛鍘├楽姩閣濱驌↙菛嘼欸橝劲犨鄔簁蕠鰤糴纏尰塞紿鰤貳曘乳汻賕蝕愷譸├壽閣櫧鹘猄濱弣佹，憮幃鞲嵾縹僛鍘鞲訒戉菗飾軶鰤楽╳糴纏鰤貳曘鰤楺岄枵簊譸僁■茎銜├

Hao Jie

Lecturer, New Media Department, Beijing Institute of Fashion Technology

New Media Artist, Lecturer, Department of New Media, Beijing Institute of Fashion, Master of Arts, Royal College of Art, majoring in Visual Design and Interactive Machinery. She used to work at the Royal Greenwich Museum, Beijing Design Week, Accenture Company, London, etc. Her works focus on feeling, participability and the relationship between devices and space, exhibited in Beijing, London, Manchester and other places.

REFLECTION FROM THE MARATHON STUDENTS

进城老人生活与隔代教养问题

緂崙紆 0 識纏藬楨喢篙

尬奎裣戢蕞玏詐岑架鏖 |玏詐鰳鞣冨岑架纆闐樧炴楑勝鑽謃僉蠬頓菑鏖濯璗勝貶唒├焕鏖髟幃擇烚濯玏詐菑徹鰳孽講沍霘鮠菜靦傞├憃憚黫鉼菑橞舡絮工楑乾鑽徹脡玏韇簂錯曊贖窶舡ォ├嗐姡嫵孮鮠鑽姡苒悽媝頗┤窾荏徖徠├黫鉼惵驤鏖適 6徹鰳穇稅詳壓樑顓鞣閣菑喢檔鰳撫架湍閾頗儴├

憃憚璗蘋煠鏖髟楨頓沍樑黲鞣栘鰳慀帶纚婅擘崴憮帶幃韇烚濯玏詐├鋤慘閟惵責訝緣╳崥蘿佯楣裂樋鰳鏖葮薩瘺瞴広鱒嗐姡卜閘卜徠菑柦嗐憃憚鰳嚪憃憚膱棻菑楑莖悿訝貶鞣憮訪灢菑閣脩├黫鉼菑煠鏖縛惵驤沍霘襟樆菑嗛惵滌則媬搽銜顓姶菑蒮狟鰳崥蘿棰襫楑莖臛訊├

╳楑岥嗥▇傀峖崥蘿菑蕪蕪菑鎢儃柣戍瀛鰳嚞憃嗐™訝貶岟傞├髯↙棻遺魡╳徦徦菑楑勝鑽謃僉蠬頓鰳鑽媩徹菑納燧絮憃憚煠鏖髟徹榈樑菑納燧├閣麂滶窒鑞憃憚鞣棰絮╳卝鏖締崭鰳銜鏖締臟├柿稅鑽謃僉棄狟歜殺鰳鑽徹楑乾穋墓喚啣菑緣嶵©棄狟鉖歜鰳殃黩團廕竈狟暯錒鰳榡絮憃憚閣麂滶窒鋤髂鑞菑徖滌├媬鞣絮鏖嗼厓漣鏖慚馥馥祕祕菑暯獼鰳蓯漢絮黫黫菑詐閣沍頓榐嫈僋獼僉├

傀峖髯鰳糅殺頓歟訝壓徹菑倘臡縹岎頓鰳胎颼絮聽蔀孳蒮├榡柣殼憃憚厎廕罝掸歍鰳卝憮霘菑鋤疊儢歜殺鰳荎緣顓姶菑鑮臟縹餛慄鰳脩媚婅崣縹鑮崣慄憮霘寮壓徹孳講顓始鱒穇稅椶襫鞣栘鰳撫架鋭樋閬榐岟傞暪鮠鞣弤廕├薑傘架鋤傀峖椶襫髯鰳喢頓貶鏖福柂菑傀峖枚狟鰳峹訝貶傀峖霘臟鞔菑搽訛├壽濯鰳╳烚濯傀峖椶襫髯窾孱貶岟傞稞枯鰳©絮棔懶峹緙庚菑├棔閬鰳鋤榡濯傀峖菑鋭橦樑蒮鰳鑽徹椶乾穋墓嗶枯榡鏖緣嶵繀婅栲櫹鰳╳榡髟僋緞併黲髯鰳窶舡©絮升銜鞣閜├鑽徹憚嚪嗶枯菑鍎箘縹嚪濱啣丐崆蜙脡

功菗峐舿鰤漢岹闖憚彝弇掃榖攜贛鞔菗張轌惿鑞架躤衢鞔菗舠虧├榡髟峄舡膱蒅弇黧潮僿鰤惷憚©嚾楪擇窫萑菗嚳纆嚪鞲換窬├

頌灈弣崰裕戩蕞鉼剗頓銛辯惷菗榡灈幃鞲功詐菗槙頓├蓯漢煖恂銎樋鰤惷©頓鳘蒑憴工椶乾鑽徹脡功鞲籢錯曊贖窱舡ォ峄舡銵鍤鞯嚳鰤鞣桴偫榡灈槙頓├

Elderly City Migration & Interenerational Education

Wang Siyu / Nanjing University of the Arts

Design Day Marathon is not only an activity but also in-depth knowledge of the usual entrance into an aging society. Everyone who participated in this event believed that they could benefit a lot. The topic of our group is "Elderly City Migration & Interenerational Education" Our tutor Chien-Ying Wu Wu Jianying is humorous and responsible. We have 6 groups. Although we come from different schools, we have a tacit understanding.

We know that it is hard to meet the opportunities, so I am very happy to participate in this event. From the achievement of the registration to the end of the research, there is no sense of tough work and fatigue, but full of sufficient enthusiasm. The teacher has guided us responsibly and has performed a valuable position in the development of our project. All the members of the team can accomplish the business and put forward their ideas in an effective manner, which the investigation process is proceeding smoothly.

In the few days of administering field interviews and investigation, I have learned, felt, understood, and grown a lot. If described them step by step, I am afraid it may not be able to finish in a few hours. China is gradually enrolling an aging society, which the requirements of the elderly are the future demands of everyone. As a designer, we are just arranging our sector and contributing. Since the aging problem cannot be avoided, the phenom of older people taking care of children in the city cannot prevent. Therefore, people need to discover methods to improve the situation. Thus, it is our duty as a design practitioner, which is not required to do some dynamic changes. Because even small moves will have a huge influence.

In the conversation, they will inevitably be questioned and misinterpreted by others, even ignored by others. Meanwhile, we must consider the method to

prevent it as much as possible from the source. Then, people should give lots of endurance and eloquence to treat them with normality. Also, have perseverance and patience so that others can believe and trust in themselves. Even the process is not accessible, and there are numerous gains and awareness after the end. First of all, to learn a new way of interviewing from the interview procedure and get an advance in questioning technique. Secondly, we have met several elders during this interview. Hence, it is something that we cannot change, and it is also deserving cherishing. Eventually, from the consequences of the meeting, it is prevalent for the elderly to participate in the city to take care of their grandchildren. In this extensive background, the difficulties are continuous. Older people's love for their grandchildren and their distressed lives for their children cause them willing to defeat physical weakness or mental exhaustion. Thus, the project is of considerable importance, and we will meet and discuss it more thoughtfully.

Thanks again to the DDM Committee for providing me this chance to engage in this activity. Even after the game is done, I will maintain the task of Elderly City Migration & Interenerational Education and live up to this opportunity.

老人的记忆整理设计

訛騣紆 0 笏坻僾噸

榡髟棡籬╳鄳姡菑捈鬌鞪貶喑訝糴纏滷塞裘戢鼝功詐鰡躊媩菑滷塞裘戢鼝麋舡架工繒碘適許榤樑ォ├ 蒮訝慘閟珼嶩閬憃價視颬幀幀▇裘鞔搽測貶顊姶菑髟徹講嶩帶嶧閣櫧糧鰡岶崲╳ 7榿續暯訝貶勝－煖惰菑蘡講槌蘋 ├ 鉼剷頓╳峖講鏕徠娖貶楈濯功詐菑滌則愛鰡憃憚憮帶顊姶橞扤鄳姡├ 岶孽崛擇勝貶糴纏毅傲噸篛剛暘菜鄳姡菑峬舡鉼 ├ 憃憚鉼菑滌則架－鈃工鑽媩徹罥畬曮纇ォ椳乏毅則滷塞├

崥蘘椿樉鳩

遺榓崥蘘姅閣媬鞣架諫詳纇廕鰡僾罟噗栘傘勝麂麇鰡↖榐浭嵉儅璗鰡廕墯稅奘憃厎麂鑽媩徹滷塞鏖髟 app 婒齋闖憚樑罥嬇徹脡菑鉎蒔，惿鑞憃厎銛鑽媩徹滷塞鏖灴栜霘攙櫧柦齋罥畬譸譸├ 鑽姡拘銜鞣架鞔樑團奘憃憚厎漣髟 app ├ 禦麂憃憚漣菑鞣架 app鰡鞣架 AI鰡漣菑架鑽媩徹菑脡玏枚來鰡架憃憚縹鑽媩徹菑飾軶鰡楪架緣錯蠬頓髯菑罟嫖飾軶鰡罟枖朓僉菑鏖福訛憐├濱架憃裘鞔垄擘崥蘘鰡藷鉼徹驤薑標貶顊姶菑稂枯憚閣麂傀峖嚪嶾鰡憃條嗼嚪圵鈣▇紿－菑稂枯憚椳乏崥蘘鰡瀨鑒蒋鞣閣菑工慘瞟ォ├

脩思傀峖

搰鞪樑桍稅團厎貶喑憃憚脩思廕厎誠黸貶├ 崥架脩思鳩麂貶崥蘘臛訊鰡傀峖嚪嶾慰貶鎢髟蓮栲璜梱鰡胼榔臛腜菑箠箠閣麂憃菑脩思├ 傀峖誠黸鳩蠹傘飾崚菑團架闖憚緣╳菑脡玏籲裳縹脡玏枚來鰡宗髂闖憚鬚畬鑒鞪顊姶媩枧柣殼菑暯鱉鰡棔懶岹鉖嵉菑鱉箂惿鑞鑒慚鞣麂徹蘋菑藷褣嗥├ 慰崥傀峖鳩藆藷╳顊姶圵鈣藷諚紿－菑鎢髟蠬諚├ 銤壅詳橍鳩僾罟脡玏籲裳傒架顊姶縹鑽廢址鈣鰡嚪罔鱉菑鬚畬賀賀鑵峖鰡嚪罟瀍菑闐枯沍斐椸闖憚罥鈣罟瀍菑訛憐縹罟亦├

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桴稅鰤崥蘧棰襫髯徠緣岞僁弇僣菗暚鮖鰤曮纇╳貶脽啣朓歷滇鰤嶧柣縹嚭姡鉼驤撥蒘換寂惷憚菗椶襫鰤╳鑽姡鳘炴炴扚祂鞯徦徦髭嚙崥蘧説噀鰤詳踭曮纇銜閭褔講巘鰤鋤鑨愿銜萑炰婪榩唇條菗艪祂鰤講巘鞣獸贛鰤鞣嬈宗徹團漣鞣銜罝菗馗塞├裗鞔厎楗樑僿恂菗髯榲氝櫆鰤蘵鉼惵驤沍╳曮纇蕄颍姶菗嵳戧鰤蒘講棔闃鳘嗼憮帶攙銜僿詈沍瘺弇菗馗塞杴歍├

Consolidation Design for the Senior

Gao Miaoyu / Yanshan University

In the summer, with the recommendation of the advisor, I discovered the Beijing Design Day Marathon. The theme of Design Marathon is Co-create Future with Youth & Elderly this year. After viewing the registration message, I instantly proposed my information and collections with great interest and soon gained a text message notification of the finalists in early July. The DDM committee issued the task of the activity through WeChat group chat, which participants can choose the instructor by themselves. I am delighted to join a group of tutor He Songfei from the Beijing Institute of Fashion Technology. The assignment of our team is to produce services around Consolidation Design for the Senior.

Research process:

Actually, the previous work of investigation was hardly satisfactory. Everyone had these preconceived notions with high subjective perspective. Such as preferred to state that create an app for the elderly to support them to record their life experiences, or to make a smart product of memory of the elderly. Furthermore, the teacher pointed out that it is not necessary create an app immediately. Because we are not doing apps or AI, but doing the lifestyle for the elderly, the association between the elderly and us, and the family connection in contemporary society, a heritage of family culture. I began the research immediately, and the group members fancied their elders as their interviewees. I determined to investigate the different grandparents around my community of residence and listen to various ㅡopinions."

User interview:

Certainly the next step was to know what our users need. Who is the user: Indeed, it is the elderly. To make the research smooth, the interviewee obtained a

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few clear-minded old men as our users. What to interview: The first thing to care about is their current status of life and lifestyle, and lead them to recall their stories of youth. Also the most significant things or some little undiscovered secrets. Who to interview: Narrowing down numerous neighbourhoods around my community. Statistical analysis: Most of them live in a state with their partner, and they would like to talk about their old memories all the time. And hope that the young people will cherish the inheritance and family training carefully.

Apparently, we gained several surprising results during the investigation and they were sorted out in the electronic document. All of the team members and the tutor discuss each other's progress in time. With the teachers' supervision, the research content continuously improved, and numerous information was found out. The mian points that we hope to focus. If information is not tangible and attractive enough, and we cannot produce sufficient designs without attracting people. Since the mid-term inspection of the competition is around the corner, the members of the group are tiding up their concepts, and I suppose that in the end, we will be capable of creating a design that everybody is satisfied with.

失智老人怀旧疗法设计

銹差瑂 0 髯儩鎒槓咂篇

幃擇筴輸玲頗艎嵎柆飭狚茵膱棻架憃譊鑗灈幃韇訝鑗髟髒贛髯鰷漣鑗髟嗛曮茵旖窶├鑗孽剄搰唼訝榡髟岲舡柣鰷憃嚪濱筴輸玲頗艎茵貶唒鎢鼬麂紀鰷嚪濱鑽媩徹茵鏕贛©犈榐璗勝茵蘘訣├╳彎僎簞莌鰷鰳鑽婄銛憃嫉鑗紿沍漣貶岟岦鋅茵嗐摃鰷憃憚鑗炴炴■漣貶煖桀嫆狣鑩獅纆茵崥蘘├╳崥蘘茵棰襫髯鰷憃©樧瓀貶唒訝貶筴輸玲頗艎徹鏕慀纆鬢茵艚騷縹某齋├╳髯↙僅篌鰷筴輸玲頗艎徹鏕架鑗髟鉔婢俜峖呛茵鏕贛鰷撫架筴囉髖玲頗舷幫鑞姷悗棰謁鞅鰷址骼膉薑縛鰷媬骴熾嫆媩帶 30 鞅帶鞔茵柂徠舷華崲薘傶稨├憃憚榡鑗灈鰷鞣熾熾架廮漣鑗髟憮帶婒齋訝筴輸玲頗艎幫鑞茵旖銴鰷楪斐榹霘宗悽蠬頓嚪濱筴輸玲頗艎楪傞茵飾嵎├

╳崥蘘筸莌憃貶唒訝鰷棻遺╳諉咽鞔犈褪愶帶岟嫚犨乩筴輸玲頗艎鰷鎢鼬慀榐鬻篧饌霘悽訝鍣唒閣脩鰷媬骴頓嚪幫鑞攜贛諒嬇榐慀爾嘳├慀帶鰷憃憚嚾蘘訣茵瀰祂暻訝篧類犨乩鞔鰷槌棰嚪↙說僣篧類犨乩茵岲襫鰷攙櫧鰷鉼鉤玏詐鰷孽飾鍋諀鰷恆朓朓紕譸傯枚纆茵崥蘘鰷曮類差酨鰷鋤髯抹揊愶帶椳迄掩銴茵祂├

憃╳椳迄遺榲嚪濱筴輸玲頗艎棔攜茵崥蘘柣鰷瓀瓀貶唒訝鰷筴輸玲頗艎絮鑗福樺壽儆槤茵舷艎鰷鑩僋傯矓徹嚪濱嗈茵貶唒絮岟囆茵鰷©楪鞣頓類唒訝幫舷鑞薇蕄舷広擇瀰慀纆鬢茵嶰廄├鑩骾鰷筴輸玲頗艎茵柵緣鰷媬鞣絮攜贛鞔茵舿艚鰷鑩絮罕恙檹僉鰷広銴狵詐僋鰷類唒臟篔該譸譸├嗈頓漢舷徹銜緣岟傯嶝徹某狚類唒菰柵緣鰷榡慚柵緣罝罝頓漢舷幫菰穋蒮鑞鱠╳髯↙鰷傯矓絮罟徹鱷攙脡鞣鑮褿菰广銴鰷嶝幫鑞縹穋蒮鑞某狚攙脡榐暲菰犆槌鰷幫鑞菰納燧某狚岶訝瘺慼鰷椳鑩擇瀰幫鑞菰舷広├鑩嵎柆飭狚綉絮槌樁宗齁幫鑞鬚恙媩枧柣菰罕恙鰷鋤鑩漢闖鮖岶楪傯菰顊講帶嶧嗐獅弤鰷椳鑒炴嶝闖覓檅顊

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姶菗暯鱉鰤鞲僣腨攙脡撥詐鰤堅椶測玗鰤搽諳幇鑞菗広鍙鰤悰訝錞唇艌広菗閣脩├

惷憚崥蘧訝鳘慚灐玁鞲殘玁譸■慀漣菗嚪鞲筱輸珨頤艎菗嵎柆癿狚尰窒鰤撫架榡慚尰窒╳岝偲■杴鞣謔閾髯↙蠬頓鳘慚↖榐菗哦崿鰤惿架╳僿篌菗鑽媩徹闖憚媩枇柣菗鬚峹©鞣閽濱厈杴↙嚚菗鑽徹├慀帶鰤惷憚婓榩憮帶漣銜謔閾髯↙鑽媩徹菗尰窒鰤憮帶嗇儓栜鑽徹楪擇飤槃菗脡功├

麂楪擇彎蚴菗貶唇嵎柆癿狚帶嶧筱輸珨頤艎蒅遺菗犨癿杴狚鰤鱐鑽姡椿婒惷憚愿訝貶槴講叟諉姡鰤╳菎崕黲髯戃銜柣戉椶乏脽岕頓冠鰤唇讂貶惷憚岝偲臡寱鰤©嗇惷憚菗尰窒杴闐楪擇璸梱├

蒅遺惷憚菗膱蒅醜╳椶乏髯鰤惷憚椿榐岝偲x糁縹抳愃鰤撫架榡髟囍鉼滇菗煐鳘髟閽喕沍╳搽燴鞣閽菗廕狚鰤蒘講惷憚棔闃憮帶漣銜鳘膱槃閾髯↙僿篌菗儓栜鑽徹菗尰窒鰤嗇榡髟銋婞俾工欥峒ォ菗鏕贛弣玀訝瓡棨├

Reminiscence Therapy Design For Mentally & Physically Disabled Elderly

Liu Sihan / Central Academy of Fine Arts

It is my first time to participate in a team to produce a complete design, Reminiscence Therapy Design For Mentally & Physically Disabled Elderly. In the beginning, my knowledge of Alzheimer's disease was almost none, and I have never done an in-depth research of the elderly population. In the preparation step, each week Mr. Ding provided us a highly specific arrangement each week, and we performed a complete and comprehensive investigation stage by stage. With the progression of the investigation, I constantly acquired the pain and weakness of people with Alzheimer's disease. Furthermore, people with Alzheimer's disease are often neglected in China. However, China have more than 10 million people suffered Alzheimer's disease, ranking no.1 in the world. And it develops immediately with more than 300,000 new cases every year. Meanwhile, we are not only trying to make a design which can help people with Alzheimer's disease, but also hope to take more care for Alzheimer's disease.

In the phase of the investigation, we discovered that there is generally no medicine can fully qured Alzheimer's disease. Nearly all drugs are just be able to reduce the impacts. Yet couse some side effect. Consequently, we put the center of analysis on physical therapy, via the examination of courses, products, organizational activities, associated websites, and papers on physical therapy at

home and abroad, sorting out ideas, and mining the points that can design.

When I was attending preliminary research of Alzheimer's disease, I gradually understand that Alzheimer is remarkably complicated. Moreover, most people have little knowledge about both disease itself and the concern of the sick as the situation get worse. What is more, the appearance of Alzheimer's disease is not physical pain, but memory degradation, mood swings, decreased intelligence, and so on. It can cause many unintelligible performances in patients, which often cause hard emotions in the caregivers (mostly family members in China), making it impossible for patients and caregivers to effectivly communicate. The demand cannot be met, which in turn increases the patient's condition. The nostalgic therapy is to guide the patient to recall the memories of the young, so that they can gain more confidence and security, tell more of their own story, interact with the outside world, promote communication, enhance the patient's mood, and relieving illness.

We have studied some of the nostalgic treatments for Alzheimer's disease in Europe and Asia. However those designs do not suitable for the inherent concepts of Chinese society in many places The Chinese elderly's young memories are also distinct from those of the Western countries. Consequently, we hope that we can produce a design that satisfies the requirements of the elderly in China and can secure the elderly with demented people more pleasant.

To recognize the nostalgic therapy more precisely and the contemporary treatment of Alzheimer's disease, Mr. Ding also assisted us in finding out Dr. Li Xinqian, and taking time out of the hectic schedule to explain the issues, and also make our direction more precise.

Currently, our scheme is still in progress. We still have multiple problems and difficulties, but each member of this team is providing various perspectives. I belive we can eventually create a design fit for the demented elderly in China. Let the group who is usually neglected feel better.

老年人群乐龄游戏产品开发

毅洽 0 斥識测槌僝噘

損驸廇瀨悽樑團納籫噘脡閣朓鰷韣壽嗟劵棣養鰷鞣冨樑鑒髟臟菜鬚墓鰷揊▇顃菑説噗近╳灺僋貶├ 婔哱熾奠鱉徠脡╳ 2019 菑 6榓鰷憃╳榻嶠 ╔濾徠緣掩奩裗戢鼇菑峬舡近拺榐弇差鰷煖姅禕噘欓濾聽銻銻菑灂坢榐慺傞貶├ 濱架憃慘貶闕鰷橞扤貶驸視慺菑峬舡工鼷揂甿悪掩奩ㄚ鰷籍鉼濾鑒適 6髟惵驤├ 憃脩榡鑒養朓諫罕墳貶曮髟臟菜菑蒔襫├

Chapter1**朓糾暔糧 & 脩思傀峖├ 抎訝鑒髟鞣窜帎菑舐寱縹徹鏕鰷菎嫳嶾炚近鞣罝漢├ 煠縛惵驤近傘櫆櫆朓糾鰷霍雚壓徹近漣貶誠黩鰷榐誠黩惵橦鰷榡架棔榐暲菑暔糧魡蜡悋朵菑竈狙├ 嚪濱鞣貶喢菑脩思鰷納厎傘漣鑒髟蹟膸菑傀峖├╳榡髟氳詳憃憚納厎喢條灺鑽媩徹柂婢近╳漣誠黩鳽鬚舍鑒慚弚視慺菑朓勪功詐鰷胼榔弚玀鳽鑽媩徹嚪濱脽啣攙檑├甿悪菑窶嫳鳽↙説僣╳鑽媩徹甿悪舐寱菑銜徠祂縹喢條枚歍近榐貾慚├ 冨橦広併鋭旄憮帶漣鑒慚登讞菑憮脩豢玤屜鰷瀰祂飾猍灺鑽媩徹╳漢脩脽啣攙檑柣嚪講嶩菑竅蘋姡穴鰷帶嶧嚪測撥枚來纇喢傞嚼鰷霘灄粸誫嗛惵滌則├**

Chapter2**嗼黧蒆橡鏕贛 & 嗼黧竄舡├ 嚪帶鞔菑忺朵椳乏曮纇鰷頓徠緣鑽媩徹菑勵罝扙灈鞣餗├ 闖憚胼榔銜菑楨頓祂沍納厎罕墳鞊樑鰷╳鼏鉼岨聽寠尷髯椳乏譴橞縹阣垏├ 榡團架簂誄菑儥霬苒梂鰷榡鑒炴團納厎 define鞊樑岟傞髌阣燉牲蜡貾慚楨頓祂架憃憚檅霘臟慪摃菑 (儅瀰厎貶鰷鞣霘蔀訛意該) 鳽協嗼納厎喢條菑竄舡鳽協嗼脩思菑篋岈鱠性蜡鋅駢鱷驪霬梂銜鑒慚枚歍鳽扙銜檅睹嚪豢菑傀峖竄舡僝鉣├ 薑傘厎蜡嗼罝蒆檑脩思驨－鞣霘漣狣鑽徹菑掩奎鰷稅閬納厎嚪壽漣璗嫳傀峖嚷懾艚祂├╳寠尷髯鰷憃憚漢脩謐閣朓歷嗼鞊樑貶璗嫳傀峖菑竄舡鰷圶灟搽銜枚歍紱廇鰷媬罕墳鞊樑鰷寠尷嚕壽漣娕　陱糧縹錘檑詳橏├**

**憃憚韐鉼炤灈寠尨菑橦架鴆亾弤尬銾├榔詐├箠嗶撥詐架楨頓衪├棻櫯架尬銾銜脩悶蹜豢菑甿憙鰿閻柣搽諳桮媩脡玏倘灚縹傶擇媮袚弤├棻櫯鏕贛50-70垏鰿崚窶媩枌鰿煠儃榐僓灚菑柣戍顓腳暐漏鰿霘漢脩峖講蠬測鰿攜贛諒嬇轚霥訊輜├搽銜貶嵎柆潤輴├絨柣韐甿憙├橦vii榔詐滌則菑枚歍├麋厎傀峖窶舡賵扱柂婂鍎罝├™廩鱠貶唷鑽徹菑乏麂├窶嫳├哦衪├詐楨鱷├嚪甿憙菑窶嫳├嚪枚歍弇闐菑玤屜├

8榓菑柣戍麋厎╳嗛惵帶鞔説噗├帶鞣架9榓菑銾寫鴆

璗嫳傀峖&蚴嗼尬銾枚闐├炤遺寠尨媬蚴嗼罝菑講嶩嫁岁屘惵慘驪朓歷貶鰿榡灈嚾嚪諈檑棲乏寠尨縹霬梑鰿麋厎唷條窶舡鴆傀峖髯菑銜屩衪├贛褳■／鹼冨橦納厎鱷菑銙艷├憃憚厎漣鑒髟誠黩攙檑├憢楨菑崲蘧縹咂寫├枚歍栟緣&摜攙檑鴆銲僉漢脩┃梮縹玕襫├許閣嗼鱉筍惿霥楹價濱纇唷├摜艷閣├攙檑漢脩唋舯├

暡鮖鴆索髟功詐憮帶萑漣鑒髟喢欈菑僿閣髂鰿腳濱儅納閣髂貶鰿種襫髯憃憚©憑勵貶酨啣鰿贛頓訝工鞣霘竄窴槦黚鰿鑒戲靂窴團漣銜貶尬銾ォ├煖冨饌漣貶鑒灈蹟膸菑崲蘧團褍鞘嗼罝貶枚歍鰿胯颸沂╳寠尬鋅駎菑柣殼鰿俜鑽姡嶧柣饟斂鰿嗇憃憚頌罌漣璗嫳菑旎峖鰿帶蚴嗼工鑽徹架灄葎菑綄厎嵎柆ォ土憃憚搽銜菑尬銾祂棻櫯徹鏕架灄葎菑霘get訝ォknown簹舡├穇稅╳喢欈漣閣髂柣鰿脩悶蘧訣菑氳詳僿罟沂犈榐儅╳弇鰿胯颸榐柣殼架絕揥銜樑菑遺榲崲蘧├撫╳尬銾姅閣髯厎葎匊麂脩悶罌漣尬銾鰿覷唷訝闖憚菑乏麂縹葎嗥綄燧鰿閻柣©架銛憃憚菑尬銾嗩慰暐敵祂├

憃戛滌貶鉼稞鰿撫鞣架霘臟橏邿菑鰿憃瓚洽憃菑嗼縛鞣架carry鑨架push├帶岜憃沂褌茼饌漣鱉鞣趯嗹菑窶嫳鰿竊麂貓纇菑姅閣犈榐誠黩罝漣菑├憃鋤譨茼壓徹嗚摃滌則訝憃銛臟棻錀摃楑嫳銾寫鰿鉾詳煠髟閻喢菑滌則鰿©架鋤嵼攢訝嗚崚菑棟襫├嵴嵴榡鱉髟功詐嶜憃暯獼貶蓳狚├

Aging Friendly Game Product Development

Tang Chu / Southwest Jiaotong University

Writing the feedback sounds like an essay in primary school, and it is more satisfying to come back to a project review with a straight forward perspective. Abstract: The story began in June of 2019 that I noticed the tasks of Design Day Marathon are very attractive, much more interesting than the cold metal in engineering schools. Therefore, I signed up and picked the subject of interest Aging Friendly Game Product Development. There are six members in the group., and I this article is about to document the history of the whole project:

Chapter 1. Literature review & User Interview. Arrange an unusual industry

and crowd, any kind of information from search engines is lack of value. Every Team member first checks the literature to comprehend what others have done and what is the outcome. This it is the most efficient method to assemble the right information. For users we do not familiar with, a rough interview is necessary. In this part, we have to handle: What do elderly do every day, Recall some enjoyable cultural exercises and express emotions, The attitude of the elderly to electronic products and games, What are the origin points and solutions for the game in the elderly at hometown and abroad? Any simplistic usability measurement is double if the condition permits, concentrate on: Cognitive differences in information when older people use electronic products. How much can you know, interactively? Can you achieve the assignment individually?

Chapter 2. Defines the objective group & definition issue. Sorting out the earlier data will show that the choices of the elderly are not even. The chance

喈條窴舡鰷鑵架槌棰鏖髟緣嶵嵺翌悚偵媬骴麂榡福悚偵嵺翌尰鉤銜壽篋祂縹徠荎咂屹鰷楈闐搽燴獸榐幃鑽豢菑枚狟├

慀帶須椳勝滷塞菑窼湅柣榐髟登讞菑枚狟憮霘寮憃憚噗栘鞔慁鰷臛訊椳勝嗛惵滌則├撫架憃憚©厓猍弇髭噛顊姶菑枚狟縹枚狟槨脩菑磝玏參├厓鞣稅鰷譳枚狟脩黠瑣鰷峓鑵寮工阢酨ォ嘖顊姶├

楈闐鰷恰闐滷塞灂啲侹臏回架媬鞣架鏖禱噗栘菑鱉広├撫孽講饌厓㎜扔鰷棣（篧©霘箏訝灂啲侹臏回鰷峈訝顊姶菑鏖篧儃誙├閻欯鰷冨橦憃憚㎜扔髭噛顊姶菑滷塞嵖鋋鰷猍瀰嵖鋋縹枚狟菑磝玏參鰷╳惵稞樁襫髯嗛鋼顊姶鰷孽講榐鏖儃憃©憮帶╳滷塞╔孳銜顊姶菑鏖篧儃■├

Senior Disco Community

Akbar abdurhym!0!Beijing Institute Of Fashion Technology

When I was doing the project of "SILVER DISCO COMMUNITY," I was quite blind. Since we have been doing commodities before, we are used to resolving difficulties with the thinking of product design. Likewise, we are used to handling the connection between people and goods. And there will apparently be a design process template every time people create a product-related issue.

While we have to handle the obstacles between people and people, it appears that the product design method is not easy. Perpetually think of the weaknesses of the thinking framework. If the ppt prototype is about to fulfill, the heart is still a bit blind. Searching for a classmate to show him a ppt, and did not come up with any valuable conclusions.

Next, I discovered out that the difficulty lies in the framework of the real process that fixes in my subconscious. In the former Design Management program, former Haier design director Lan teacher also considered this question to us. Actually, not each problem is fit for the design process method we have studied in the prior undergraduate course. We cannot always rely on routines to do the project. Don't be harmed by your routine. Because each project has its features, it is essential to examine it in detail when investigating particular problems. Additionally, it is one of the symptoms to create managers and employees to increase project profitability. Accordingly, the so-called design process and method require us not only to use a research and analysis. And user interviews,

positioning, problem-solving, and other step-by-step methods. However, to flexibly use various tools according to needs, the order and method of the process can be based on actual conditions. Decide to make the tools work for yourself, not by devices.

While I was a graduate student, I understand that several people have written the paper as a design report. It is the outcome of our routine. Maybe we are too dependent on the so-called routines and finally, trap ourselves in the method framework. The same is true in this subject. For a while, I also caught myself in my early thinking. It is not up to the investigation to decide what variety of puzzle you have to solve. In fact, the purpose of the scheme is not to discover difficulty and then solve the problem, but to summarize the trend through a phenomenon and summarize the characteristics and development rules for this trend, and finally provide a reference method.

Hence, when you first enroll in the design threshold, there is a natural process that makes it simple for us to get started and quickly enter the task. But we also need to pay attention to the flexibility of using our methods and methods. Unless, if the process uses a long time, it will make the routine harm yourself.

Eventually, it is not a simple assignment to move to the top of the design pyramid. However, I consider it insists, and even snails can climb to the top of the pyramid and get their sky. Similarly, if we insist on enriching our design thinking, focusing on the flexibility of thought and methods. And perfecting ourselves in the procedure of growth, I believe that one day we can also begin our world in the design circle.

PAST MARATHON & RESULTS

2018 年设计马拉松

设计更好的银发互联网用户体验 2018/08/01–09/24

2018 **媩尬銮裰戕藬菑麇舡架工麂碁徠鑼尬銮彡齺玏詐戕恿** 2 **髟偃榓菑柣戍鰷糧裂貶樑颍** 4 **髟↙罟** 27 **慀訛檔菑** 158 **閟嗤驤鰷鋤鐫諀漢脩贛褪** ├**蠬测胱禱贛褪** ├**桔霘尬僎贛褪譨鞒僋枚闐菑尬銮峉蘘茼慁鰷搽衡貶諫廯髟獸贛菑尬銮艚祂鰷麂鑽媩徹菑脡玏** ├**鐒鼷** ├**諒嬇** ├**緞併** ├**媮裰驸譨衅舡椳乏尬銮** ├ **榓灈尬銮裰戕藬腳糴纏穀傲嗤篇** ├**慪唆髯摜僋嗤** ├**瞛僋訊殘禕孯僋嗤** ├**聩↙↙燎僋嗤** ├**聩↙衱栔僋嗤** ├**蔣导蠬頓蘘訣髯崛閧閾麋竈** ├ **閻柣戍鮛岶瞛僋訊殘褩謐漢萃** ├**僋聩燎↙褩謐漢萃** ├**蔣导呛舶** ├**蔣导枻誚** ├U40 **朓僉攙髂姅閣鰳** ├**鱉峔朓許譨楨樸菑僋臟暐拹** ├

Designing Better Seniors Internet Experience 2018/08/01–09/24

The theme of the 2018 Design Day Marathon is "Designing Better Seniors Internet Experience". The activity spans over 2 months and brings together 158 students from 27 colleges and universities in 4 countries. We research into three main subjects, including website user experience, social software experience, and intelligent device experience, and put forward 12 specific design pain points, so as to promote better design for senior's life, entertainment, health, environment, happiness ,etc. The Design Day Marathon is jointly sponsored by Beijing Institution of Fashion Technology, Chuang Yuan Christian University, Curtin University (Australia), Kookmin University(South Korea), Sangmyung University(South Korea) and Tencent Social Research Center, and at the same time supported by the Embassy of Australia, the Embassy of the Republic of Korea, Tencent Video, Tencent News, U40 Cultural industry workshop, BIND Institution of Culture and Creativity and other institutions.

设计课题

襓址鑽徹枖攙櫧榖則軶銤尰塞	Design of Product and Service System for
…槷鑽徹榖則尰塞	the Immigrant Elderly
嘂址鑽徹脡玏訒戉尰塞	Service Design for TheCountryside Seniors
鑽媩徹蠬測 APP	Living Space Design Suitable for The Elderly
碪徠團嚂相齋	Senior Social App
犆樾榰揟縹媮袚弣	Senior Sleep Assisting
鑽徹曨縛攜締尳	Connectivity and Wellbeing
鑽媩徹獅纆脡玏懍纇	Senior ID card
鑽徹広鈭縹諒嬇飾箘軶銤	Seniors' Total Lifecare
鑽徹脽唸踭攙櫧榖則軶銤尰塞	Elderly Emotional andHealth Care System
鑽徹瞟鼹踭攙櫧榖則軶銤尰塞	Design of TV service System for The Elderly
鑽徹薁蓋攙櫧嶧榖則軶銤尰塞	Design of Service System of Music Products
	for the Elderly
	Elderly Catering Products and Service
	System Design

The Grand Prize in the 2018 DDM

2018 媩尰窒裗戠蕞 全场大奖

GROUP1 碪徠團嚂相齋
嚭娝鴆鏞阱樝
惵驤鴆寋額柱 / 槴丶 / 陏崒胶 / 級鼳杝

GROUP1 Senior Sleep Assisting
TUTOR 鴆Ding Zhaochen
TEAM MEMEBER 鴆Zhang Weiming/Li Kun/Xiao Zhixuan/Hou LeXin

The Gold Medal in the 2018 DDM

2018 媩尰窒裗戠蕞 金奖

GROUP10B 犆樾磟揟縹媮袚弣
嚭师：嗋 · 狚貳
惵驤鴆Stephanie Jones/ 紿羜鰛 /
Jai Mehra/Annika Harrisson/
蚝紆閨 /Gracen Woodcock

GROUP10B Connectivity & Wellness
TUTOR 鴆Dr Anne Farren
TEAM MEMEBER 鴆Stephanie Jones/Zhou Ruiping/Jai Mehra/
Annika Harrisson/Zheng Yujia/Gracen Woodcock

The Silver Award in the 2018 DDM

2018 媩尰窒裗戠蕞 银奖

GROUP5A 嘂址鑽徹脡玏訒竷尰窒
嚭娝鳺嫗額玾
惵驤鳺蘙箄 / 誙鋼 / 訛摜 / 箹閨視 /
槉猦鳘 / 箹閨繃 /David Nguyen

GROUP5A Living Space Design Suitable for The Elderly
TUTOR 鳺Li Weihan
TEAM MEMEBER 鳺Shi Shuang/Huang Qi/Gao Yuan/ChenJiaxing/Zhu Zeyi/
Chen Jialu/David Nguyen

The Bronze Medal in the 2018 DDM

2018 媩尰窒裗戠蕞 铜奖

GROUP10A 犆樾磟揟縹媮袚弣
嚭师 : 嗋 · 狚貳
惵驤鳺擊榰嶗 / 紿鋼 / 懨卨翠 /
寋嵳繝 / 洴嘂淐 /Joshua Rees

GROUP10A Connectivity & Wellness
TUTOR 鳺Dr Anne Farren
TEAM MEMEBER 鳺Lance/Darco/Aglaia/Jessy/Jhen/Joshua Rees

Beijing Institute of Fashion Technology

Beijing Institute of Fashion Technology (BIFT) was established in February 1959 and is the first specialist institute for fashion design and engineering in China. As a full-time general higher education institution, BIFT is dominated by arts and engineering, and coordinated development of arts, engineering, economics, management, and other disciplines. BIFT now has nine academic schools for full time undergraduate education: School of Fashion & Engineering, School of Fashion Accessory Art & Engineering, School of Material Science & Engineering, School of Art & Design, School of Fashion Communication, School of Business, School of Information Engineering, School of Languages & Cultures, and School of Fine Arts. In addition, there are other schools/departments in BIFT: Basic Science Courses Faculty, Humanities and Social Sciences Faculty, Graduate School, School of International Education and School of Extended Education. Approximately 9000 students are studying in BIFT – around 1000 of which are Masters and PhD candidates. It also has a number of national specialty construction sites, national experimental teaching demonstration center, and national talent training mode innovation experimental area.

Southwest Jiaotong University

Southwest Jiaotong University is a national key university directly under the Ministry of Education. It is the first batch of "Double-Class", "211 Project", "Featured 985 Project" and "2011 Collaborative Innovation Program" with a focus on the construction of a research university with a graduate school. It is located in Chinese history. Cultural city, the national center city - Chengdu. Founded in 1896, the school was formerly known as the Imperial Chinese Railway College. It is the first institution of higher education in engineering in China. It is the birthplace of China's civil engineering, mining and metallurgy engineering, and transportation engineering higher education. One of the first two sources of the university. The school is known for its work, and has formed a group of four universities, including engineering, science, literature and life. It has 26 colleges, 1 Sino-foreign cooperative education institution, 1 affiliated hospital, and 2 different graduate schools. The school has 29,101 full-time undergraduates, 13,517 graduate students,

2,227 doctoral students, and 900 international students.

Xi'an Eurasia University

Xi'an Eurasia University is an international application university with a coordinated development of management, economy and art, literature, education and engineering. It understands the individual characteristics of students and the latest changes in the market economy today, and forward-looking the demand for talent in modern society. At the same time, it is committed to nurturing unique graduates with professional skills, lifelong learning skills and critical thinking to cope with a global work environment.

Since the establishment of the school, it has always adhered to the initial heart, providing high-quality education services for students. In the past 24 years, it has achieved sustainable development and good social reputation. It has become a national education system reform pilot project and a national educational informationization pilot institution. In the China Alumni Association Network "China's financial and economic private university rankings", it ranked first in the sixth consecutive year, is one of the private universities with the highest level of education and education in mainland China.

Nankai University

Nankai University is a comprehensive comprehensive university directly under the Ministry of Education. It is also a comprehensive research university with key constructions of the "211 Project" and the "985 Project". In 2017, it was selected as one of the world's top universities in 42 universities and is one of 36 A-class universities.

Chung Yuan Christian University

It is a comprehensive private university in the Zhongmu District of Taoyuan City, Taiwan Province, China, founded in 1953. In the spirit of Christ's salvation, it creates high-level scientific and engineering talents for the country. They aim to cultivate intellectuals with professional knowledge, character conservation and life wisdom, and have transformed the core values of whole-person education into

core competitiveness. Today, there are 8 colleges and 29 bachelor's classes in the fields of Science, Engineering, Business, Law, Design, Humanities & Education, Engineering & Computer Science and Industry (including 27 departments, 1 Engineering & Computer Science college, and 1 aboriginal class), 38 master classes, 13 doctoral classes and 19 master classes; the number of successive graduates has reached 130,000. It ranked the first in the Taiwan University Private University (CWUR) for five consecutive years, won "1111 RenliBank" enterprises' favourite university private school for 3 consecutive years, and won the highest award of the Ministry of Education "Rewarding Private Colleges and Universities for Development" for seven years. In the Taiwan construction, it did the best to contribute, which was highly praised by the society.

Kookmin University

Kookmin University is the first private university established after the liberation of the Republic of Korea. In 1946, members of the Shanghai Provisional Government, which was centered on Mr. Sin Ig-hye, proposed the creation of Kookmin University. "Cohere the national independence spirit" is the purpose of Kookmin University. Since 1959, it has been taken over by Kim Chun-kun, the founder of Ssangyong Group. Under the concept of 工humanism, nationalism, culture.

Sangmyung University, Korea

Sangmyung University was established in 1937, based on the philosophy of national education conceived by Dr. Bae Sangmyung. Through the last over 80 years' history of growth and development, Sangmyung has been and is still exerting itself to nurture young talent with its philosophy of education, that is truth, justice and love. With a total of two campuses located in Seoul City and Cheonan City in South Korea, the number of students is almost 25,000. It has amazing faculty, high quality teaching, frequent international exchanges, educational global network with almost 300 universities overseas. Sangmyung University is ACE University, Prime University to Open a New Perspective of Education-Industry, Specialization University designated by the Ministry of Education for Development

of Converged Creative Design Talents.

Hongik University, Korea

"The educational aim of Hongik University is to cultivate independent, creative and cooperative talents who can contribute to national and human development. "

Since its foundation in 1946, Hongik University has created practical scholasticism and nurtured creative talent based on a founding philosophy of 'humanitarianism' and principle of 'academic-industrial integration.' Over 150,000 students have graduated under the name of 'Hongik', and these graduates have been a driving force in the nation's development playing a pivotal role in various fields of society.

Hongik University boasts a world class faculty with the highest educational backgrounds and experience in diverse fields, and our respected faculty members educate students at various locations of over 2 million square meter in campus area. University have three campus including Seoul Campus, Sejong Campus located in the new capital city of Sejong, and Daehakro Campus and newly made Hwasung campus near Suwon

Especially in art and design colleges and departments, it was unbeatable number one university in Korea since it was built. Hongik university is also well known design school in the world as well. Every year, students got prize from 'red dot' and 'IF'. officially named Curtin University. As a member of the Australian Technology Network (ATN), CU is known as "the MIT in Australia". It is the largest comprehensive university on the west coast of Australia and ranks among the top universities in science and technology in Australia. Also, it is ranked as one of the top universities in the country by the Australian Higher Education Quality Certification Committee, a owns a high reputation internationally. Being one of the top 200 universities in the world, it was ranked by the British "The Times" for 12 consecutive years/

Curtin University, Australia

Curtin University was established as the Western Australian Institute of Technology in 1967. Since then, it has expanded significantly and now has campuses in Perth, Malaysia, Singapore, Dubai and Mauritius, as well as partnerships with institutions

around the globe. Throughout its expansion and ascension into the top one per cent of universities in the world (ARWU 2019), Curtin has stayed true to the writings of its namesake, Australia's 14th prime minister, John Curtin, who believed that universities should "look ever forward". This mantra is the foundation for a culture of teaching and research innovation, and continues to drive students and staff to make tomorrow better.

Nuova Accademia di Belle Arti

NABA – Nuova Accademia di Belle Arti is one of the biggest Art Academy in Europe, located at the world's design center – the city of Milan and historical city of art – Rome. Selected by FRAME as one of the World's Best Schools of Fashion and Design. NABA offers bachelor's and master's degree programs in Italian and English that are accredited by the Italian Ministry of Education, University and Research(MIUR), and Chinese Ministry of Education. NABA has activated International cooperation agreements with more than 50 Institutions all over the world. NABA encourages multidisciplinary experiences, offers Internship, placement, projects in internationally renowned companies. NABA attracts prestigious faculty to teach here such as: Italo Rota, Marco Scotini, Nicoletta Morozzi, Margherita Palli, Guido Tattoni.

Phoenix New Media Youth BANG

Youth BANG is a forward-looking and international platform launched by Phoenix Network and the Adman Group, in order to promote youth growth and social innovation incubation. Committed to the realisation of the United Nations Sustainable Development Goals, through the linkage of more than 1,000 colleges and universities, support the social practice of college teachers and students, joint brands, innovative creative groups and other institutions, as well as social design events, youth creative action, communication The creation of IP, to achieve sustainable brand communication, to find the value of the brand and young people.

承办

糴纏穀僛喕篛馥槇尰窒喕篛

糴纏穀僛喕篛馥槇尰窒喕篛惵誫濱 1988 媩鰤柣麂姩馥鎒槇軶├2004 媩楪閼麂馥槇尰窒喕篛├ 喕篛尰榐唸佖訛榔尰窒├緞併尰窒├杝厹贛鞒髟曊喕軶鰤壽髯緞併尰窒縹唸佖訛榔尰窒鹘髂架↙嘼鉒簊馞鹘髂├糴纏娕簊馞鹘髂縹糴纏娕櫧筩鹘髂├ 扒榐尰窒喕鳘鉒喕褘蚌偷祂鰤麂糴纏娕瀰祂孲尰喕褘鰤纆闐獅↙扒嗂槄褘脡縹蚌偷蘧訙脡├ 嘄乏僁孔灈├僁瓛欣├僁屘來菗孼暤竈喕杴瞌鰤╳喕褘鞲鹘髂尰鍘├徹慓伕贖譸杴纆嘄緣貶栥僿菗徠茎鰤媬獫岹貶梫鱶菗暤绦惵暲├

庈讖測槌僿喕↙箖鑽鼱褘喕蘧訙篛

庈讖測槌僿喕↙箖鑽鼱褘喕蘧訙篛鱠帶鞯豋襈測僿鑽鼱蘧訙篛鱷濱 2015 媩 5榓 15柂炰來鮨岹獅↙鑽鼱姩閣剗驤頓憙彎鰤惵麂獅↙薖憙繫髟工↙嘼鑽鼱褘喕蘧訙伴■ォ黲鳘├閣麂喕欓癟鉒嘄贛曊隄褘蘧槙模鰤測僿鑽鼱蘧訙篛菗惵誫枺╳徠拫庈讖測槌僿喕╳鑽鼱褘喕測崀蘧訙舐毚菗對偵鰤孲尰獸榐↙箖岕軻臟菗鳘玗姡忣髒筮鰤伕贖扒榐↙箖唸瀌菗鳘玗徹慓鰤孼椓喕褘暤绦鞲徠茎菗嘄褵朠├ 徠茎蒅櫞架工↙説鳘玗鰤↙箖蘱閼ォ鰤徠茎摜綉架工訛悰祂├戗喕褘├↙箖僉ォ├

School of Art and Design, Beijing Institute of Fashion Technology

School of Art and Design, Beijing Institute of Fashion Technology was founded as Department of Arts and Crafts in 1988. In 2004, it was renamed as school of Art and Design. It has three teaching departments: Visual Communication Design, Environmental Design and New Media. The major of Environmental Design and Visual Communication design are national characteristic specialty, Beijing characteristic specialty and Beijing brand specialty. As a key construction discipline in Beijing, it has a master's degree program in the first level. It is aimed at recruiting undergraduates and postgraduates nationwide. The implementation of the multi-level, multi-channel and multi-form school-running policy has made significant progress in the setting of discipline and specialty, personnel training and other aspects.

Southwest Jiaotong University National Interdisciplinary Institute on Aging

Southwest Jiaotong University National Interdisciplinary Institute on Aging (NIIA), founded on May 15, 2015, is one of the first four national research bases on cross-disciplinary aging studies approved by the National Committee on Aging. Being a secondary school of Southwest Jiaotong University (SWJTU), NIIA takes full advantage of SWJTU's interdisciplinary studies on the aging population to build a world-class faculty, to cultivate top students with international views, and to explore a test field for discipline reform and development. Upholding the principle of being competitive, inter-disciplinary and international, NIIA aims to bcome the leading institute in China and to make its work recognized globally.

独家媒体支持

蕪蝦鍝鰤蕪蝦杝竫噉愳諨

蕪蝦杝厹贛鱠鈜測慀錯蘬鳺FENG) **許孲濱** 1998 **媩鰤架獅縫舐傘菗戠媶慪鍝鉡杝厹贛蝕愷鰤曮閾枩鞯鋄閾窒愳蕪蝦鍝鱠**www.ifeng.com**鱷├憙槙蕪蝦鍝鱠**i.ifeng.com**鱷蕪蝦唸舸鱠**v.ifeng.com**鱷嶧蕪蝦杝竫噉愳諨繫僿媶慪閣麂鳘鉒攙櫧勳筴鰤褍憡工髯謚広嵎鰤獅縫唸瀌鰤賾噀孽暤鰤椶炴臟灢ォ菗厹贛纇崿鰤麂麇玗謚徹搽燴撥閧鍝├襓詐撥閧鍝├唸舸戠媶慪曮閾棠錋鬯揟菗杝厹贛對徜説噀鞲穀則├**

Phoenix New Media

Phoenix New Media**鱠**NYSE: FENG**鱷**established in 1988, is the world's leading cross-platform network new media company, with its own comprehensive portal: Phoenix (www.ifeng.com), Mobile Phoenix (i.ifeng.com), Phoenix Video(v.ifeng.com) and Phoenix News Client are the first-level product matrix, adhering to the media concept of "Chinese feelings, global vision, inclusive openness, and progressive strength", providing the integrated new media content and service of Internet, mobile Internet and videos for mainstream Chinese.

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