

中国设计趋势报告

CHINA DESIGN TRENDS

WU SHI  
YANG  
DESIGN

TRUE

# 设计趋势报告的用途

Purpose of the Design Trend Book

城市生活节奏加快、国人生活方式日新月异，如今的优秀设计不仅要具备产品使用的功能性，更要符合未来人群的生活方式和潜在审美需求。“潮流趋势因何而起？怎样的产品设计是符合未来的市场？”——是全球设计界所关心的话题。世界多个知名设计中心每年定期发布各领域的设计趋势，但它们是否适合中国的市场？在剖析国际潮流之后，再真正地探索中国市场、切实地分析中国人群、自信地提出中国的未来设计趋势，不仅是出于行业内的需要，更是希望来引领国内设计的发展。

To fit into the faster and faster pace of urban life, and people's constantly changing lifestyle, nowadays, an outstanding design must be functional and practical, and it also needs to fit into people's future lifestyle and their aesthetic demands. "How is a trend started? What kind of product design will fit into the future market?" - these are the topics that the global design industry constantly cares for. Many world-renowned design centers regularly publish annual design trends in various fields, but are these trends fitting the Chinese consumer market? After analysis of the global trends, we must follow-up with deep and through exploration of the local market, effectively analyze each consumer segmentation, and confidently propose China's future design trends - these are the common demands across industries, and will lead the development of China's design field.

对2016-2017年中国设计趋势研究，我们建立在对2014年整体社会形态、消费趋势的研究，以及与六大领域专家访谈的基础上，提出符合中国生活形态的预测，并由此引出四种设计趋势主题。对应每个趋势主题，提出色彩、材质、表面处理（即Color, Material, Finish, 简称“CMF”）的提案，它们适用于未来2016-2017年针对中国各行业的设计领域。我们坚信，体现未来生活形态的CMF元素在转化为产品设计之后，具有迎合消费者心理诉求的魅力，从而吸引更多潜在消费者，获得市场的成功。这也是我们希望藉由本书带给读者的资源与影响力。

To begin with 2016-2017 trend forecasting, it is built based on researches of the 2014 social formation, consumption trends, and design expert interviews. With these researches and studies, we have prepared Chinese lifestyle forecasting and four different design macro trends. In each macro trend, we have provided corresponding CMF (color, material, and finish) proposals, which will be suitable for various design fields in China for 2016-2017. We strongly believed that when CMF elements are translated onto product design, it has the power to cater consumers' emotional demands, so as to attract more potential consumers towards market success. And these are the resources and influences that we wish to bring to our readers with this book.

# 已使用本书的公司

## Existing Target Audience

“2015-2016”版从2014年年年初发行开始，也已陆续接获了交通工具、时尚产业、消费电子等领域多家公司的垂询。以下为本书的部分订阅客户。

The 2015-2016 Edition was launched in 2014 spring and was well received from clients from transportation, fashion and consumer electronic sectors. Below are some of our subscribers.



# 趋势研究

Trend Research

# 趋势研究方法论介绍

## Trend Research Methodology

年度六个领域的案头研究探索未来生活形态

Annual case study across six industries to explore future lifestyle



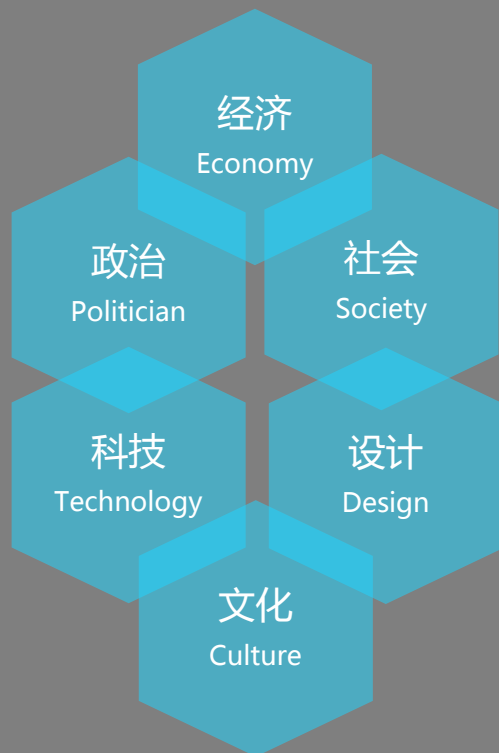
对话六大设计领域先锋人物寻求未来设计潮流

Conversations with experts from six design fields to search for future design trends



提出未来四大趋势主题

Future four macro trends



### CMF的展现

- 1) 预测流行风格
  - 2) 预测流行色彩
  - 3) 预测流行材质及表面处理
- 1) Forecast style trends
  - 2) Forecast color trends
  - 3) Forecast material & finish trends

为企业提供未来设计灵感，把握未来造型、色彩、材质的趋向。

Provide inspirations of future design for enterprises, and for them to capture the trends for product shape, color, and materials.

# 2014年中国政治、经济、社会、文化、技术、设计关键词

China Keywords of Politic, Economic, Society, Technology, Culture and Design for 2014







# 专家访谈

Voice of the Experts





金哲  
Genevieve FLAVEN

维绚企业管理咨询 总经理  
Co-founder and Managing  
Director of Style-Vision



杨明洁  
Jamy Yang

YANG DESIGN 设计总监  
Design Director at YANG DESIGN



顾青  
Jessie Gu

《CIRCA 私家》杂志主编  
<CIRCA> Magazine Editor in Chief



李安琪  
Anqi Li

腾讯交互设计部组长  
Team Leader at Tencent



Sam Gaskin

艺术与文化作家  
Artist and culture writer



马修  
Matthew

结构美学护肤专家  
Structural aesthetics skin care expert

A large crowd of people is gathered in a modern gallery space, likely attending a design exhibition or conference. The room features a high ceiling with exposed ductwork and track lighting. Several large, colorful posters or artworks are displayed on the walls. The overall atmosphere is professional and focused on design.

# 设计趋势

Macro China Design Trends

# 趋势主题：愈虚拟，愈真实

Macro Trends: Virtual in Real

未来世界将会变得愈虚拟、愈真实。

在这一册报告中，YANG DESIGN提出“愈虚拟，愈真实”的宏观主题。第三次工业革命的浪潮席卷而来，随着网络和社交媒体在中国的大量普遍，人们的生活在虚拟世界不断寻找着新的刺激体验，遍布于社交网络上的信息犹如低头族的鸦片，成为了我们每天的快速消费品。

而另一方面，在人们的生活愈来愈网络虚拟化后，对虚拟世界的厌倦又让人产生了对真实的渴求。近年，以手工艺为主题的设计层出不穷，真实或自然材质、充满文化与生活记忆的传统手工艺成为了越来越稀缺的奢侈品。

The future world has becoming virtual and real at the same time.

In this edition, YANG DESIGN proposes the macro theme of Virtual in Real. On one hand, the third industrial revolution has changed our world, and our daily life is filled with online information and social media. People are constantly looking for new excitement in the virtual world. Virtual information has become a new kind of opium and fast moving consumer good.

On the other hand, getting tired of the virtual world, people tend to pursue authenticity in off-line. In recent years, there are increasing numbers of design with focus on craftsmanship, natural or real material. This objects, filled with cultural and living memories, have become luxuries that are getting rarer and rarer to find in our life.



A hand in a blue glove is holding a yellow, wavy, ribbon-like object against a background of blue and white vertical stripes. The hand is positioned on the right side of the frame, and the yellow object is held in a way that it appears to be interacting with the striped background. The overall aesthetic is playful and vibrant.

# 萌动 MOE REACTION

在压力巨大的现代生活中，萌代表简单、直接、幽默而富有亲和力的形象，成为内心中的一种治愈和释放，伴随社交网络微信的发展，更成为中国年轻人一种积极主动的自我表达。

Under the great pressure of modern life, Moe represents a simple and direct image with humor and easy charm, and becomes a kind of self-healing and release. Moe is a popular way of active self-expression for Chinese youngsters on social media such as WeChat.



# 暖中式 WARM CHINESE

家庭寄托了国人对安全感、温暖和正能量的追求，新中式美学从风格上趋向简约和节制，并从视觉、触觉、味觉等多种感官维度营造温暖感。

Family contains the Chinese pursuit of sense of security, warmth and positive energy, the new Chinese aesthetics tends to adapt a simple and moderate approach, and create a sense of warmth from a variety of sensory dimension.





# 智趣感 SMART SENSORY

科技的发展有了新的方向：一个是更加关注体感、情绪和神经反馈；另一个是更加关注科技方式的简化，人类正进入一个用智能和虚拟创造全新感觉体验的时代。

Technology is developing into two directions. The first direction pays attention to our body, emotion and neuro reaction. The second direction tends to simplify the presentation of technology. Human being is entering an era of creating sensory experience with intelligence and augmented reality.



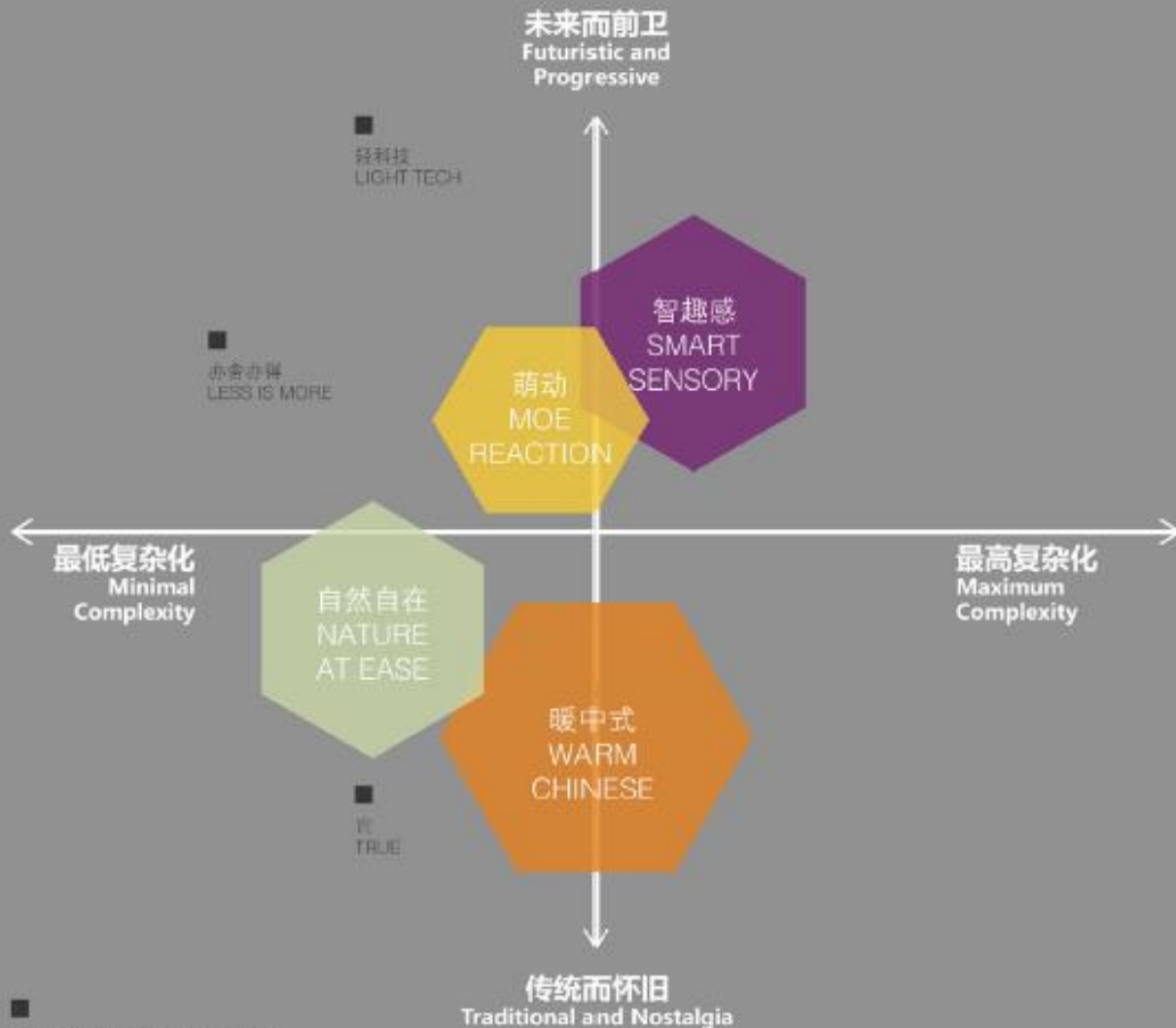
# 自然自在 NATURE AT EASE

大众开始更加关注和欣赏大自然的价值，希望借助更有效的方法达到自然与自我共生的状态；另一方面，对于环保、公益、社会影响力的思考也让在华企业不断地关注周遭的环境。

The public becomes to appreciate the value of nature increasingly, and hope to achieve coexistence between nature and our surrounding in an effective way. On the other hand, corporates in China show growing consideration of environmental protection, public welfare and social impact.

# 四大趋势风格定位图

Style Matrix of the Four Trends



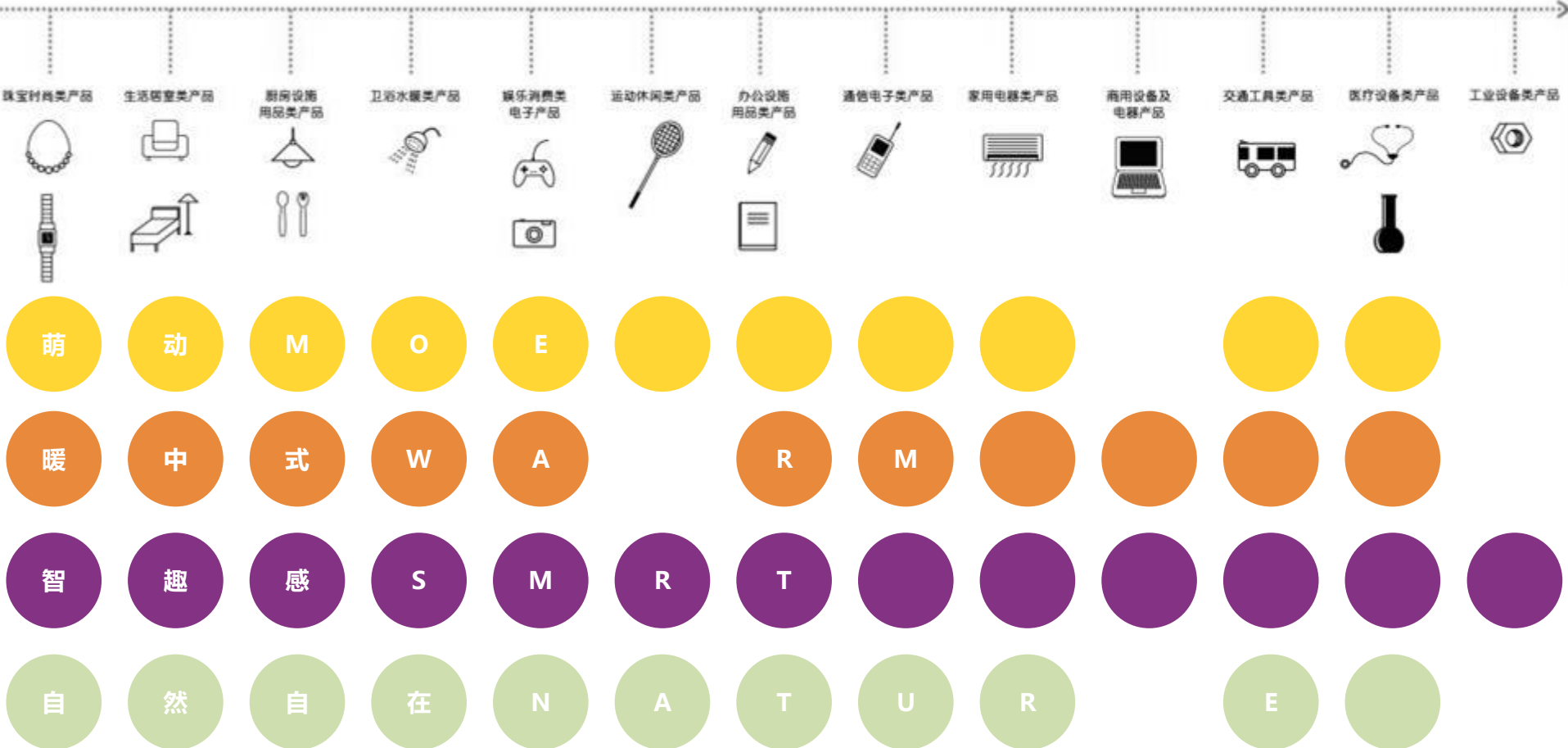
■ 灰色为2015-2016中国设计趋势  
2015-2016 China Design Trends are marked in grey

# 四大趋势应用行业&产品类别

## Application Industry & Product Category of the Four Trends

精神层面的，情感化的趋势  
Spiritual & Emotional

技术层面的，工业化的趋势  
Technical & Industrial



# 我们的服务

Our Services

# 撰写中国设计趋势报告的初衷

## Reasons for Writing This Book

设计趋势报告是品牌公司的设计开发团队所使用的工具书，是产品开发时不可或缺的重要资源。欧美虽然也有类似的趋势报告，但价格不菲。更重要的是，中国市场具备独特性，地大人广加上历史的演变，光是经济、政治、人文，就与其他国家大有不同。尽管如此，目前尚未出现专门为中国市场量身订制的趋势报告 - 这就是我们渴望突破的地方！因此，具有国际视野与本土洞察力的YANG DESIGN的CMF趋势团队，为撰写一本能真实反应中国市场的设计趋势报告为目标。

Trend report is a tool book used by brand and company 's design and development team. It is an important source during product development. Although there are similar trend books in the U.S. and Europe, but are usually with an expensive price. More importantly, the Chinese market is very unique. Due to its land and history, its economy, politic, and culture are very different from other countries. Nevertheless, there hasn' t been any trend report dedicated to this very special consumer market - and this is what we hope to accomplish! For this reason, YANG DESIGN 's CMF Trend Team, with their international experiences and local insights, promises to deliver a trend book that will reflect the true Chinese consumer market!

# 本书内容物

## Content of This Book

超过100页的丰富资源，并附上中英翻译

2014年度**中国热点总结**，并集合了中国六大领域先锋人物的针对性采访

针对2016-2017中国市场，提出**四大视觉趋势**

每个大趋势分别提出**5色主色盘及7色副色盘** 以CMYK色码为主，另外提供Pantone色码供参考

平均每个大趋势分别提出12种具代表性的**材料建议** 6种材料实物样本

上海市区内，两小时的现场讲解与咨询服务 上海市外地点可议

针对读者对去年报告反馈，我们进行了内容上的改版，其中包括减少文字量而增加图片以辅助阅读；增强趋势背景与设计趋势的结合；增加推荐的材料数量；对比近年来的趋势变化；借鉴符号学方法，以趋势定位图的方式来区分展示。

Over 100 pages of rich resources with Chinese and English translations

**Annual summary of the 2014 Chinese consumer market**, with a collection of six expert interviews

**Four design macro trends** for the 2016-2017 Chinese market

A **main palette** of 5 colors and a **sub-palette** of 7 colors for each macro trend

12 pieces of **material suggestions** and 6 real samples representing each macro trend

Two hours of in-person presentation and consultancy service within Shanghai city

Based on the feedback of subscribers, we have made improvements to the report. We has reduced the number of text and increased the illustration of pictures. The social background and design trends have been better integrated. The number of recommended materials has increased. To show the tendency and mapping of trends, semiotics is adopted.



# 本书内容物

Content of This Book

内页展示

Sample Pages



# 设计趋势应用培训

## Design Trend Application Training

我们已成功帮助设计、研发、市场部门进行多场趋势培训，将前瞻性的研究成果转化为产品设计机会点。

We have successfully helped design, R&D, marketing departments to translate this forward-looking trend study result into product design opportunities.

培训报道链接 Report Link

[http://mp.weixin.qq.com/s?\\_\\_biz=MzA5MjI5NTkxMA==&mid=200950564&idx=1&sn=94732c9dbfff772f9a335f2a9f3bee83#rd](http://mp.weixin.qq.com/s?__biz=MzA5MjI5NTkxMA==&mid=200950564&idx=1&sn=94732c9dbfff772f9a335f2a9f3bee83#rd)

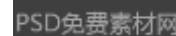
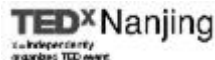
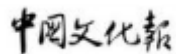
[http://mp.weixin.qq.com/s?\\_\\_biz=MzA5MjI5NTkxMA==&mid=200529144&idx=1&sn=d638d999980f747912b2b729a41c4bf6#rd](http://mp.weixin.qq.com/s?__biz=MzA5MjI5NTkxMA==&mid=200529144&idx=1&sn=d638d999980f747912b2b729a41c4bf6#rd)





# 媒体报道

Media Exposure



# 媒体报道

## Media Highlight

设计邦 designboom 建筑 室内 工业 科技 艺术 时尚

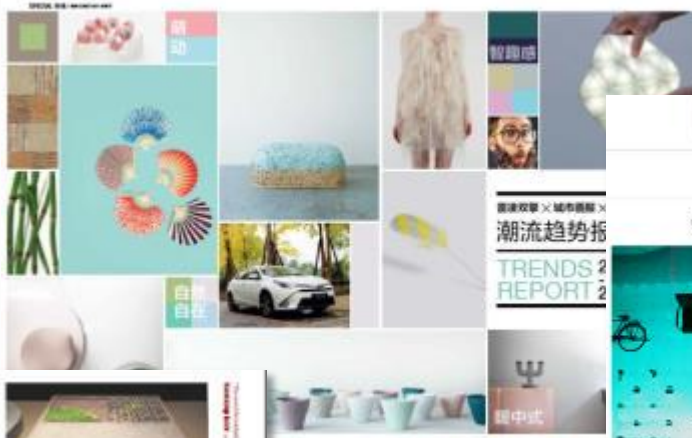
作品 赛事 资讯 访谈 设计师 视频 红星奖

Design China专访YANG DESIGN的设计前瞻研究所所长 蓝敬瑜访谈



预测2016-2017中国设计趋势报告 2016-2017中国设计

《中国设计趋势报告》预测2016-2017中国设计趋势  
2015/08/11 11:38 来源：搜狐焦点家居网 作者：YANG DESIGN 评论



《中国设计趋势报告》是YANG DESIGN设计策略研究所每年一度的、具有权威性、在PESTCD方法分析中国大背景、生态形态、消费趋势的前提下，并根据资料收集和访谈总结未来2年中国消费设计可应用风格、CMF（色、材、质）的预测报告。



### 无论虚拟和现实如何交锋，治愈系都是2016年设计主流

——蓝敬瑜 2015-11-22 09:00

蓝敬瑜，设计邦网首席设计师和蓝敬瑜设计团队创始人，蓝敬瑜设计团队创始人，蓝敬瑜设计团队创始人，蓝敬瑜设计团队创始人。



# 购书资讯

## Purchase Information

《2016-2017中国设计趋势》正式发售。关于本书的购买资讯，或进一步了解YANG DESIGN的CMF及趋势预测顾问服务，请由以下联系方式接洽YANG DESIGN设计策略研究所的策略总监黄晓靖，谢谢。

For purchase information, or to learn more about CMF and trend consultancy services at YANG DESIGN, please contact at the following email and phone number.

Xiaojing Huang / Strategy Director  
xiaojing@yang-design.com / +86 21-6280-2294





# 我们是谁

## WHO IS YANG DESIGN

YANG DESIGN (杨设计顾问) 为中国前瞻思维的设计顾问公司, 也是中国囊获包括德国红点、iF、日本G-Mark、美国IDEA在内全球四大设计奖项的顾问机构, 至今累计获得了八十多项设计大奖。

下设YANG DESIGN设计策略研究所、CMF与趋势研究实验室、用户体验与服务设计实验室、工业设计博物馆及新手工工艺研究院等多个专业研究机构, 总部位于上海。

YANG DESIGN提供以用户体验为中心的品牌战略、数字营销、设计策略、工业设计、信息交互、公共与服务设计等设计咨询业务, 涉及领域包含智能家居、消费电子、交通工具、时尚快消、教育金融、建筑地产等行业, 为全球众多领先品牌实现了创新的社会与商业价值。如绿色和平、壹基金、波音、宝马、奥迪、通用、西门子、三星、飞利浦、ABB、斯沃琪、杜邦、Herman Miller、施耐德、日立、英菲尼迪、联想、海尔、华为、万科、SOHO等。其中为波音所做的研究与服务设计提升了效率和体验; 为万科设计的公共与服务系统助力智慧城市的创建; 为壹基金所做的系列公益项目实现了创新的社会价值; 为数个智能硬件团队所设计的产品项目获得了上千万美金的融资。

YANG DESIGN is a design consulting firm with forward thinking in China. It is also the Chinese winner of the top 4 international awards -- Red Dot, iF, G-Mark and IDEA, and has won more than 80 design awards in history.

It is equipped with YANG DESIGN STRATEGY INSTITUTE, CMF INNOVATION LAB, USER STUDY & SERVICE DESIGN LAB, Industrial Design Museum and Neo Handicraft Study Institute. YANG DESIGN has headquarter in Shanghai. YANG DESIGN provides user experience-centered design consulting service of brand strategy, digital marketing, design strategy, industrial design, interaction, and public service design.

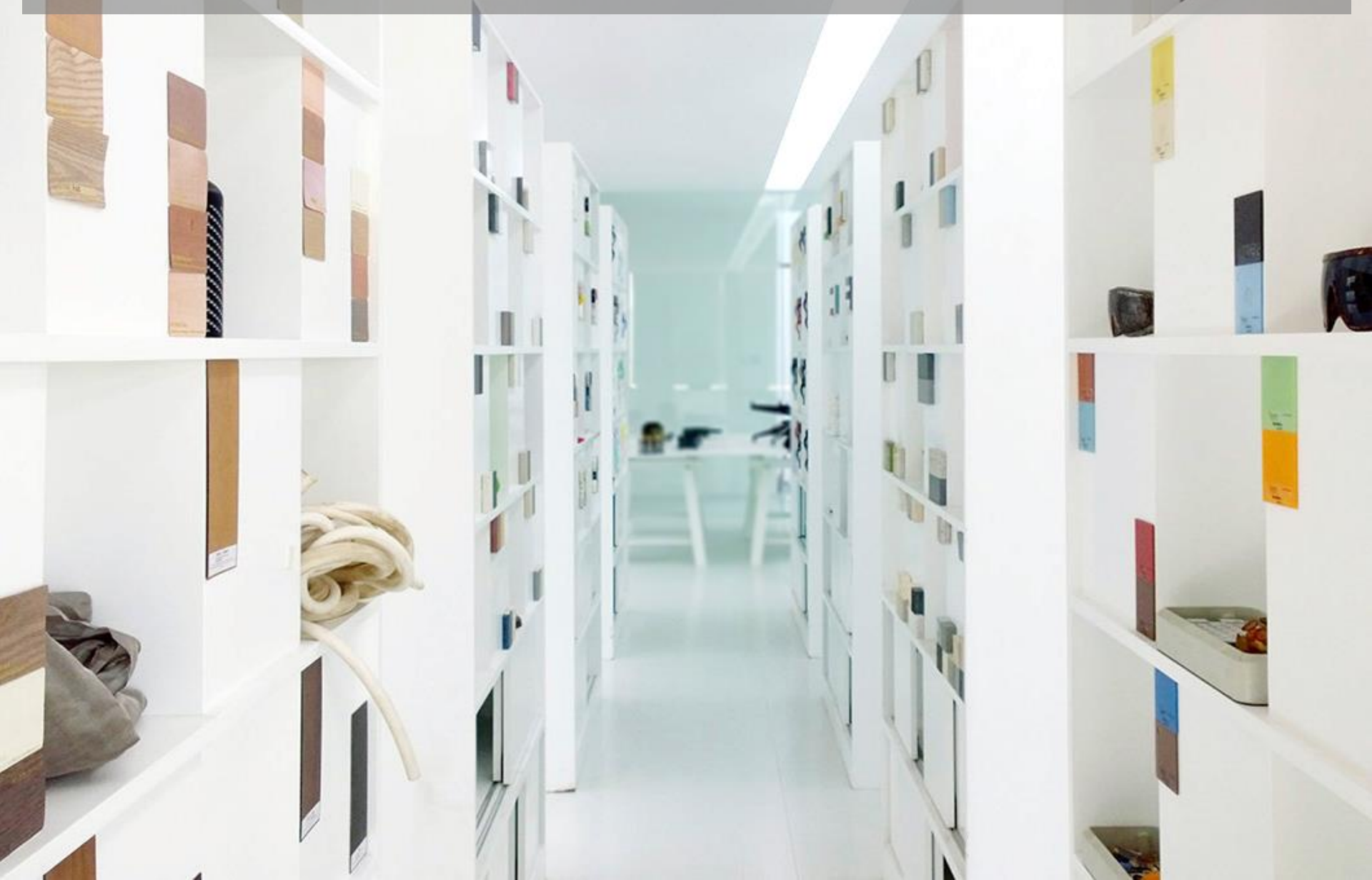
YANG DESIGN has been working on industries including smart home, consumer electronics, transportation, FMCG, education, finance and real estate industry. YANG DESIGN has helped renowned brands in China and abroad to increase business value and social impact, including Greenpeace, One Foundation, Boeing, BMW, Audi, GM, Siemens, ABB, Samsung, Philips, Swatch, DuPont, Herman Miller, Schneider, Hitachi, Infiniti, Lenovo, Haier, Huawei, Vanke, SOHO.

YANG DESIGN has provided research and service design for Boeing, assisted Vanke to build smart city, and designed products that helped numbers of smart hardware start-ups in capital raising. The projects for One Foundation has created great social impact by design innovation.



# YANG DESIGN CMF创新实验室

YANG DESIGN CMF LAB





# YANG DESIGN CMF创新实验室

## YANG DESIGN CMF LAB

自2005年起，YANG DESIGN率先从德国引入了领先的趋势预测工具，迄今已为波音、宝马、丰田、本田、日产、现代、富士通、瑞典木业、BOSE、日立、海尔、华为等客户完成了众多趋势研究项目，并长期协办GIGA可持续材料挑战赛。CMF（色彩、材料与表面处理）是趋势研究中的一个环节。YANG DESIGN CMF创新实验室创建于2005年，其职责包括：研究CMF的基础综合理论，并跟踪各领域的先进技术；提出符合产品的CMF的设计与实施方案；定期提出未来2-10年后的流行趋势。项目曾获德国iF设计奖和美国IDEA奖，其中《中国设计趋势报告》是每年一度的、具有前瞻性的项目。

YANG DESIGN has been introducing advanced trend study methodology since 2005, and building the most professional trend study team in China with global talents together with expert panel. Until now, we have completed trend study projects for Boeing, BMW, Toyota, Honda, Nissan, Hyundai, Fujitsu, Swedish Wood, BOSE, Hitachi, Haier and Huawei, and support the GIGA Material Challenge as long term partner. Projects are winner of iF and IDEA awards.



# 我们的服务

## Our Services

### CMF设计及趋势研究 CMF Design and Trend Study

目前已为交通工具、手机、小家电、大家电、家具、家居杂志等客户提供色彩及趋势的顾问服务。有些客户注重的是产品线的策略规划、品牌形象、特定产品之CMF设计、或家居色彩与空间的调适等等，因此我们提供的服务内容与流程也都会因应变动，以符合客户不同的需求。

We have provided CMF and trend consultancy to clients in the fields of transportation, mobile phones, small appliances, home appliances, furniture, and interior magazines. Some clients seek for strategic planning for their product line, brand image, CMF on a specific product, or the correlation between color and space in interior, etc..., therefore, the services that we provide will vary by project to better suit each client's different needs.

### CMF测评及培训 CMF Review and Training

为客户提供CMF的测评与培训服务。培训内容也会因受众族群而异。

Provide CMF review (quality control feedback) and training sessions. The contents of training sessions will also vary by the audience's function in the organization.

### 中国设计趋势报告 China Design Trends Report

长期性的趋势研究，并年度性的撰写与推出中国设计趋势报告。

Long-term trend research, and publish China Design Trend report annually.



THANKS!



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