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# 中国设计 趋势报告

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# CHINA DESIGN TRENDS

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YANG DESIGN设计策略研究所荣誉出品

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# 设计趋势报告之用途

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2015-2016年中国设计趋势研究，我们建立在对2013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2015-2016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 2015-2016 trend forecasting, it is built based on researches of the 2013 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 2015-2016. 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.

# 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



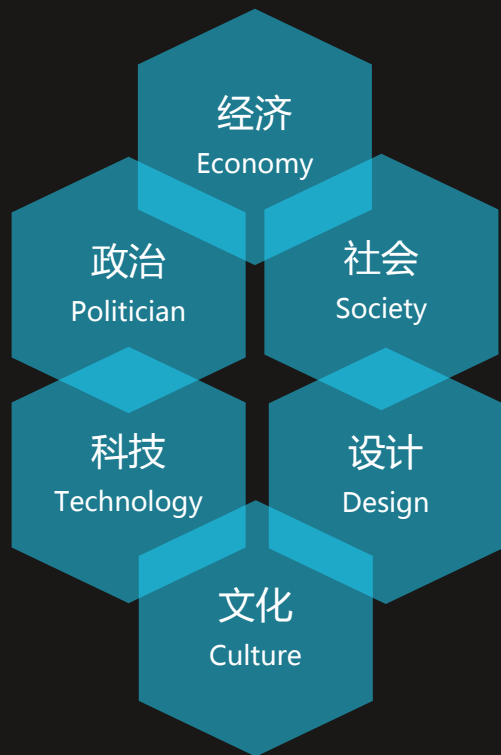
对话六大设计领域先锋人物寻求未来设计潮流

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
- 1) Forecast style trends
  - 2) Forecast color trends
  - 3) Forecast material 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.



# 2013年中国政治关键词

China's Political Keywords for 2013

中国设计趋势介绍样张  
China Design Trends Sample Pages



2013年上半年，中国最重要的政治事件是国家领导人又完成了一次历史性的“新老交接”。“中国梦”和“创新”是中国政坛提及的最重要的两个词汇。“第一夫人”使国人对政坛的印象和视角产生了改变。年末第十八届的三中全会所通过的“决定”对国民在生育、教育、医疗等方面产生了重大影响。

...摘自YANG DESIGN 《2015-2016中国设计趋势》

The most important political event in China in the first half of 2013 is the authority handover between the old and the new. "China's Dream" and "Innovation" are the most important keywords for the Chinese politics. The "First Lady" also influences Chinese publics to learn new images and change their perspective toward politics and government.

...Quoted from YANG DESIGN "2015-2016 China Design Trends"

# 2013年中国经济关键词

## China's Economical Keywords for 2013

中国设计趋势介绍样张  
China Design Trends Sample Pages



企业景气指数与企业家信心指数



2013年中国经济持钝化增长。在各行业中，“住宿和餐饮行业”的景气指数倒数第一。汽车化正在向地方城市和农村延伸。居民消费价格上升迹象。此外，在上海，新开的购物中心呈现“主题型”发展趋势。

...摘自YANG DESIGN 《2015-2016中国设计趋势》

Chinese economic growth held passivation in 2013. The economic boom index of the accommodation and food service industries are the first from the bottom of the ranking. Automotive industry is being expanded to suburban and countryside. There shows a sign of rising cost of living for civilians. In addition, in Shanghai, the new shopping malls show a trend of "themed stores".

...Quoted from YANG DESIGN "2015-2016 China Design Trends"



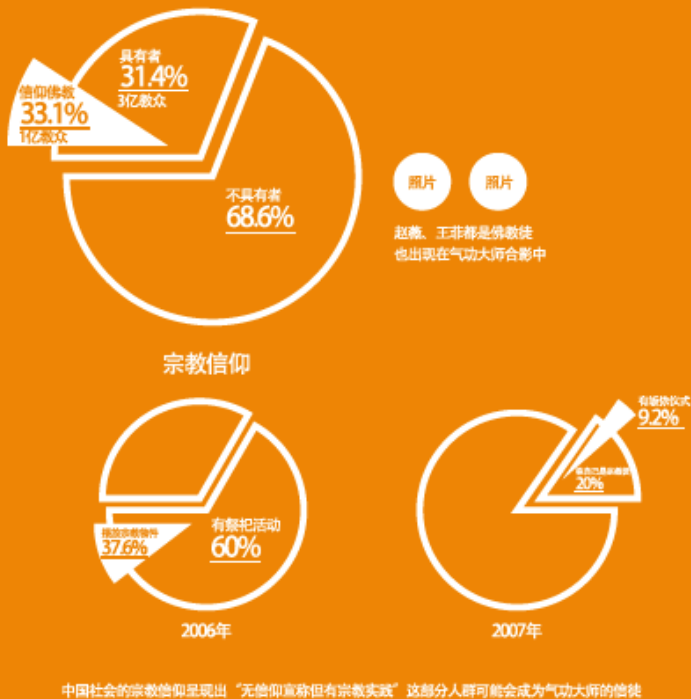


# 2013年中国社会关键词

## China's Social Keywords for 2013

中国设计趋势介绍样张  
China Design Trends Sample Pages

### ⑤ “大师”们潜在的信徒



随着网络在日常生活中的普及化，真假信息都被各种途径快速传送，激化情感反应。食品安全问题、自然灾害、空气污染、官员腐败这些信息通过网络高速传播后，民众对政府的满意度低下、不信任感，产生的各类社会戾气等成为了2013年的社会现状之一。

...摘自YANG DESIGN 《2015-2016中国设计趋势》

As internet popularizes in our everyday life, either true and false information are spread rapidly through various channels, and thus intensifies people's emotional responses. Food safety issues, natural disasters, air pollution, corruption, messages and news such as these are being spread throughout speedy internet, and causing the decline of government satisfaction rating, lack of trust, and various social hostility issues, which becomes one of the social phenomena in 2013.

...Quoted from YANG DESIGN "2015-2016 China Design Trends"

# 2013年中国科技关键词

China's Technological Keywords for 2013

中国设计趋势介绍样张  
China Design Trends Sample Pages



3D打印机、运动感应技术、多功能眼镜技术、智能手表、人体穿戴医疗设备，以及无人驾驶汽车是2013年科技领域的热门词。通过这些技术开发，我们不难发现科技不仅往着“智能化”的方向继续发展，且有着“亲民化”——走入百姓的日常生活的趋势。

...摘自YANG DESIGN 《2015-2016中国设计趋势》

3D printers, motion sensing technology, multifunctional glasses technology, intelligent watch, wearable medical equipment, and pilotless automobile are the keywords for 2013 science and technology industry. By the development of these technologies, we can notice that technology is developing in a trend of “artificial-intelligence” and “people-friendliness” – meaning technology will soon merge into people's everyday life.

...Quoted from YANG DESIGN “2015-2016 China Design Trends”

# 2013年中国文化关键词

## China's Cultural Keywords for 2013

中国设计趋势介绍样张  
China Design Trends Sample Pages



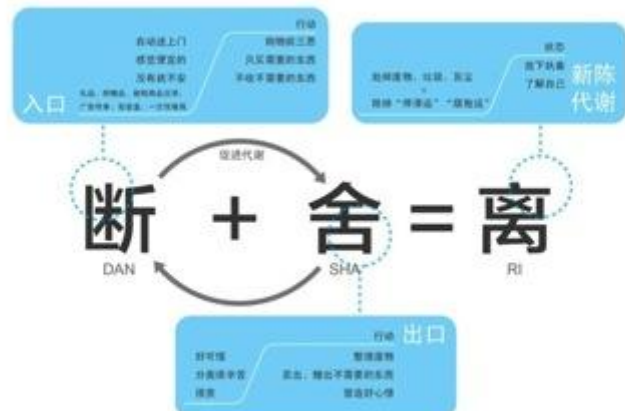
外来文化——“英国文化”是2013年的关键词之一。除此之外，娱乐节目的“真人秀”、文学电影的“青春题材”、对自我“生活方式”的探讨，以及“共享平台”等都是今年中国文化界应引起关注、会对未来2年的国人生活形态产生作用的关键。



...摘自YANG DESIGN 《2015-2016中国设计趋势》

Foreign culture - "British Culture" continues to be one of the keywords in 2013. In addition, the entertainment program of "Reality Show", "Teenage Subjects" in literary films, the discovery of "Lifestyle" for one's self, and "Sharing Platform", have brought to Chinese cultural circle's attention, and will become the key factors of how Chinese people shape their everyday life in the next two years.

...Quoted from YANG DESIGN "2015-2016 China Design Trends"





# 2013年中国设计关键词

China's Design Keywords for 2013

中国设计趋势介绍样张  
China Design Trends Sample Pages



应对近年来的社会问题，以及青年人的生活形态，中国设计有以下三个关键词，“新婴儿家庭”、“空气净化”和“周末下厨”。而观察全球设计之后，亦发现了中国设计的未来趋向“家电雕塑化”和“节能可视化”。

...摘自YANG DESIGN 《2015-2016中国设计趋势》

There are three design keywords in China in response to the social problems in the recent years and lifestyle of the younger generation. These design keywords are “New Baby Family”, “Air Purification”, and “Weekend Kitchen”. After observations of the global design industry, we also notice that China design industry is merging toward the future trend of “Sculpturized Home Appliances” and “Visualized Energy Conservation”.

...Quoted from YANG DESIGN “2015-2016 China Design Trends”

# 专家访谈

Voice of the Experts





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Artist



# 大趋势

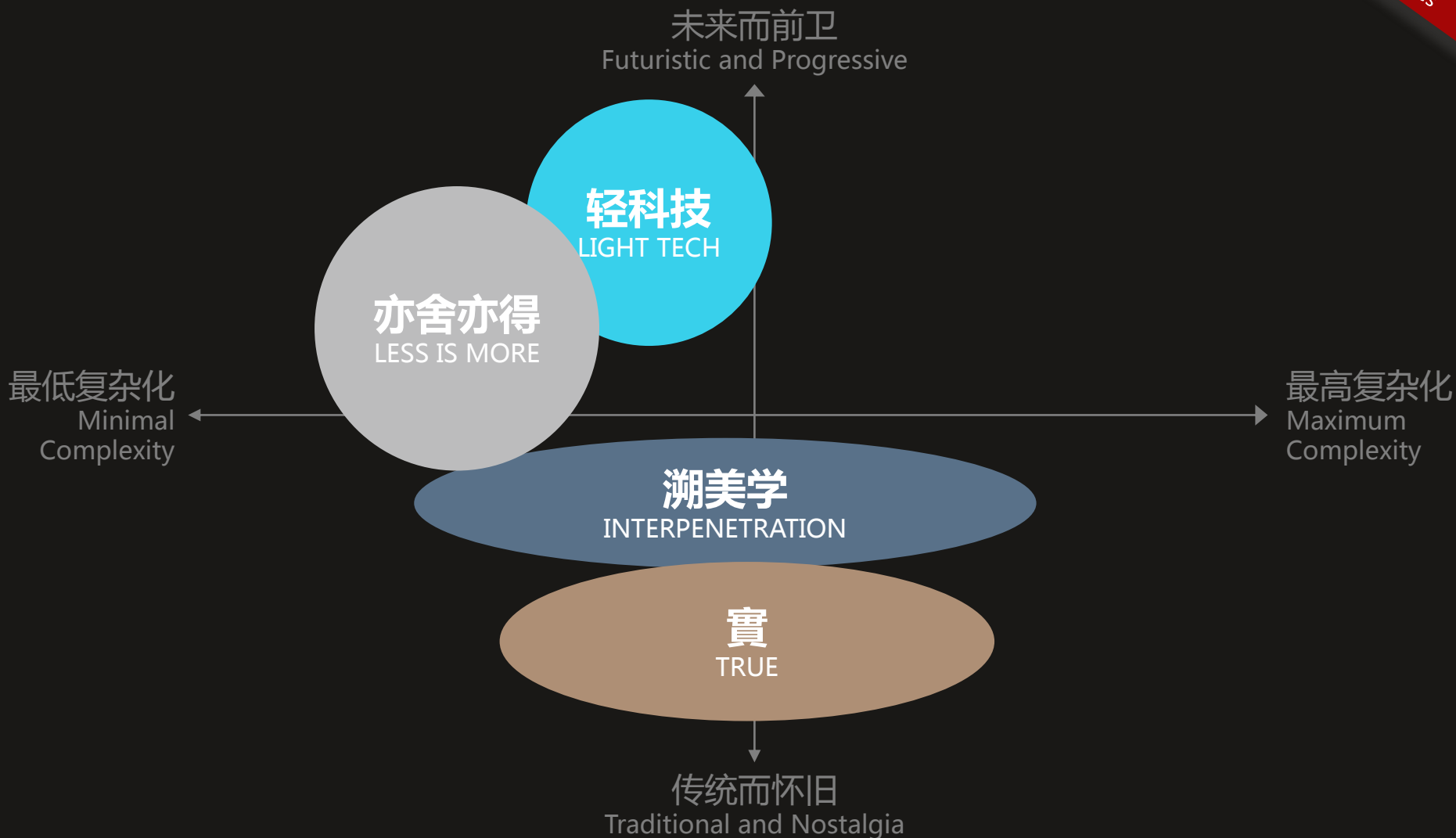
Macro Trends



# 四大趋势风格示意图

Style Matrix of the Four Macro Trends

中国设计趋势介绍样张  
China Design Trends Sample Pages



# 溯美学

## Interpenetration

### Keywords

回味 Recollection  
渗透 Penetration  
再生 Rebirth  
融合 Fuse

### 代表色 Representative Colors

请留意萤幕色差 Please note that colors may vary on screen

牡丹红

栀子黄

石墨黑

由“文化”而引起的美学潮流不再一味地强调中国或西方某一端，而是更深层次的融合——消弭界限，但又有各自独特的表现。

...摘自YANG DESIGN《2015-2016中国设计趋势》

The culture-influenced aesthetic trends are no longer emphasized on its Chinese or Western characteristic. Instead, they are integrated deeper into another level – without anymore clear boundaries, yet these trends present the uniqueness of each culture.

...Quoted from "2015-2016 China Design Trends"

# 轻科技 Light Tech

## Keywords

通透 Transparency  
妙幻 Wonderful  
亲和 Intimacy  
愉悦 Joy

## 代表色 Representative Colors

请留意萤幕色差 Please note that colors may vary on screens

机器灰

鹅黄

萤粉

对科技的印象更为平民、便民、亲民，信息图形化将会真正落实到产品设计上。

...摘自YANG DESIGN《2015-2016中国设计趋势》

The impression of technology is becoming more civilized, people-convenient, and people-friendly. Information graphics will be truly implemented onto product design.

...Quoted from "2015-2016 China Design Trends"



# 實 True

## Keywords

传承 Inheritance  
素雅 Elegancy  
质感 Quality  
厚实 Solid

## 代表色 Representative Colors

请注意萤幕色差 Please note that colors may vary on screens

浅玉

紫藤

砚台黑

基于国人对安全的社会环境，以及人与人彼此之间信任的诉求，渴望“一件可以用100年的产品”的消费理念正在悄悄兴起。

...摘自YANG DESIGN《2015-2016中国设计趋势》

Based on people's demands for social and environmental security, as well as mutual trust between each other, the consumer desire of "a product that can last for a century" has been quietly emerging to the market.

...Quoted from "2015-2016 China Design Trends"

# 亦舍亦得

Less is More

## Keywords

省思 Reflection  
洗练 Tempering  
本质 Essence  
平实 Plain

## 代表色 Representative Colors

请注意萤幕色差 Please note that colors may vary on screens

青紫烟

素红梅

缥色

因“自省”而带来的趋势，这次的自我审视的过程不是为了彰显自己、寻求与众不同，是一次真实的灵魂探索和自我决定。

...摘自YANG DESIGN《2015-2016中国设计趋势》

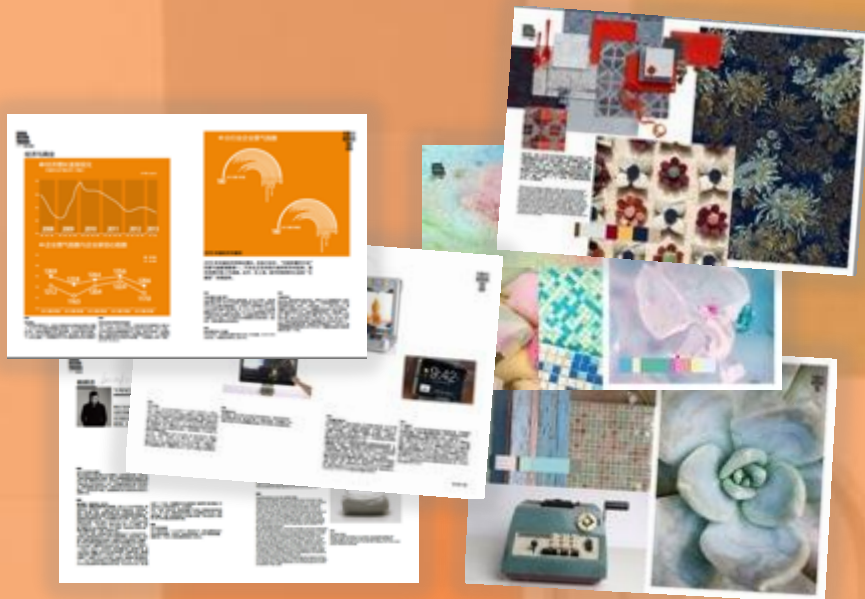
This is a trend resulted from “self-examination”. And this time, self-examination is not for showing-off, or seeking for differentiation with others – it is a true-to-self soul-searching and self-determination.

...Quoted from “2015-2016 China Design Trends”



# 我们的服务

Our Services



# 我们的服务

## Our Services

中国设计趋势介绍样张  
China Design Trends Sample Pages

### CMF及趋势顾问 CMF and Trend Consultancy

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 China Design Trends

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.

# 撰写中国设计趋势报告的初衷

## Reasons for Writing This Book

中国设计趋势介绍样张  
China Design Trends Sample Pages

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定制的趋势报告 - 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

中国设计趋势介绍样张  
China Design Trends Sample Pages

超过100页的丰富资源，并附上中英翻译

2013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2015-2016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4种以上具代表性的材料样本

上海市区内，2014年内两小时的现场讲解与咨询服务 上海市外地点可议

Over 100 pages of rich resources with Chinese and English translations

Annual summery of the 2013 Chinese consumer market, with a collection of six expert interviews

Four design macro trends for the 2015-2016 Chinese market

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

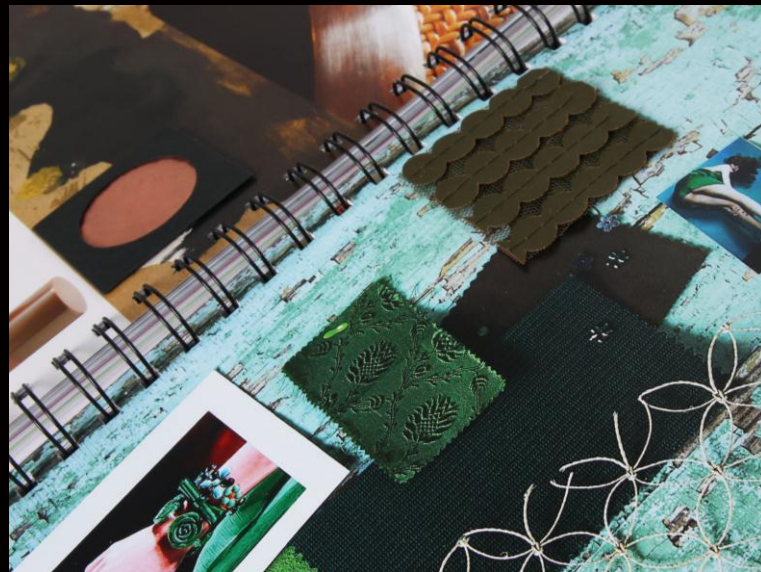
Average more than 4 pieces of material samples representing each macro trend

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

# 本书内容物

## Content of This Book

内页展示  
Sample Pages





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## Purchase Information

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《2015-2016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.



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