



中国设计

趋势报告

CHINA

DESIGN

TRENDS

YANG DESIGN 设计策略研究所荣誉出品

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YANG
DESIGN

中国设计趋势报告

CHINA DESIGN TRENDS

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2017-2018年中国设计趋势研究，我们建立在对2015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，提出符合中国人生活形态的预测，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2017-2018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 2017-2018 trend forecasting, it is built based on researches of the 2015 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 2017-2018. 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

专属趋势四步预测法

Trend Research Methodology

年度六个领域社会学案
头研究及数据收集
探索未来生活形态

Annual sociology case study
and data across six activities
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



符号学分析归纳
四大主流设计趋势主题
品牌目标消费群建议

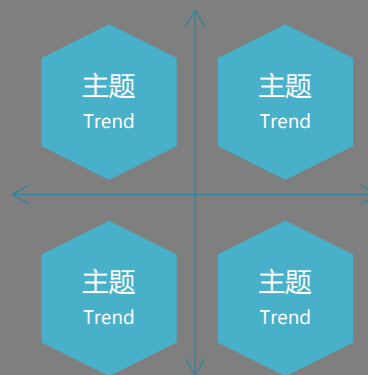
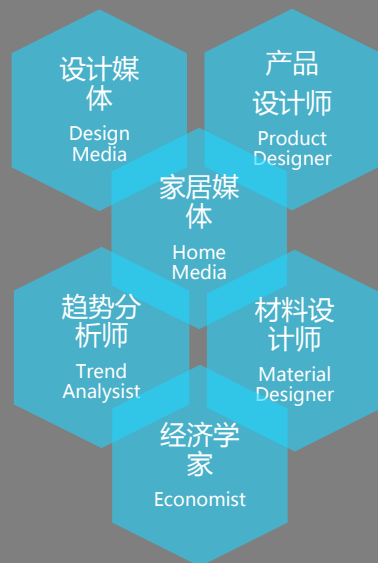
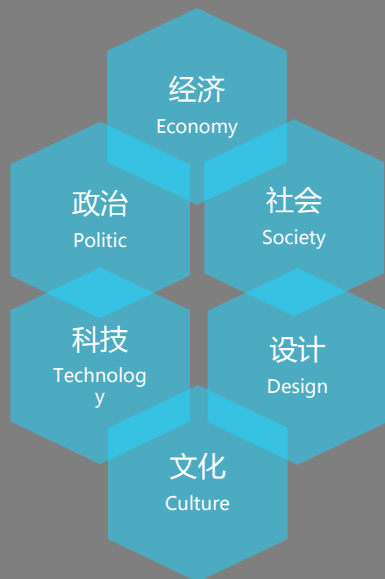
Semiotic analysis process
Future four macro trends
Brand target audience
suggestion



转化为CMF的展现

- 1) 预测流行风格
- 2) 预测流行色彩及图案
- 3) 预测流行材质及表面处理

- 1) Forecast style trends
- 2) Forecast color & pattern trends
- 3) Forecast material & finish trends



目的：为企业提供未来设计灵感，把握未来造型、色彩、材质的趋向，通过阅读和培训应用到产品中。

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

专家访谈

Voice of the Experts



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Fudan University (Shanghai), School of International Relations and Public Affairs Visiting Scholar



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.

幻次元 | Dimension

年轻一代的90、95后逐渐成为消费欲望强烈的社会主流，风格更独特、个性更前卫，重度依赖网络娱乐和购物。他们活在当下，是脑洞系与ACNG经济的主体，沉溺于自我精致的利己主义中，情绪也更为脆弱。通过网络这一放大镜，他们将喜怒哀乐暴露于人前，习惯用图片和表情直接表达强烈的情绪，极端而疯狂逐渐成为一种新生活常态。

The younger generation of 90s & 95s become to mainstram consumers ,they have more unique style, more avant -garde and seriously rely on online entertainment and shopping. They live in the moment, create ACNG economic . More and more young people indulged in exquisite self-interest and their mood is more weak and sensitive. Thought the internet, they used to express strong emotions with pictures and Emojis. Normal life full of crazy and radicalization .

微冷系 Fine Distance

在极度的物质化与信息浪潮之后，都市人急于摆脱表面的喧闹与内心的不安，从精神层面寻找更高级的仪式感。短期禅修营成为白领度假模式，禁欲系老干部男神逆袭全民老公。这是经历极繁执念后洞悉世事的简约，隐藏一切欲望，更具掌控力，富有权利，也更显高级和精英化。外显是过时的庸俗，只有内敛才是从容的高贵。

After extreme wave of material and information, citizen are eager to get rid of the anxiety and try to looking for more advanced sense of ceremony from the spiritual level. Short-term meditation camp become a popular vacation for white-collars. Different from rich style of "Tang", "apathy" aesthetics of "Song" combined with modern technology products design which presents refined sense of ceremony. Normcore represents for more elitist, more power and more premium.

趣守艺 Playful Craftsmanship

在GDP探底和制造业危机后，消费者趋于理性，小中产者以及富裕的年轻一代拥有良好的教育背景与独特的个性品味，注重消费体验与产品背后的故事，愿意为自己的爱好与审美买单。然而追求精致的高级感背后是中国制造的薄弱与手工艺匠人极度稀缺的现状。成熟消费者对工匠精神的渴求也促使了民族品牌寻求定制与高端化，而手工艺的匮乏让它成为了中国高端市场的救命稻草。

After GDP dip and manufacturing crisis, consumers tend to be rational. Middle class and rich younger generation have good educational background and unique personal taste, they focus on consumer experience and the story behind the product and are willing to pay for their own hobbies and aesthetic. But, behind the premium design is the lack of craft artisans. The desired for craftsmanship motivate Chinese brand to seek high-end and custom. Premium hand-craft become the last hope for Chinese market.

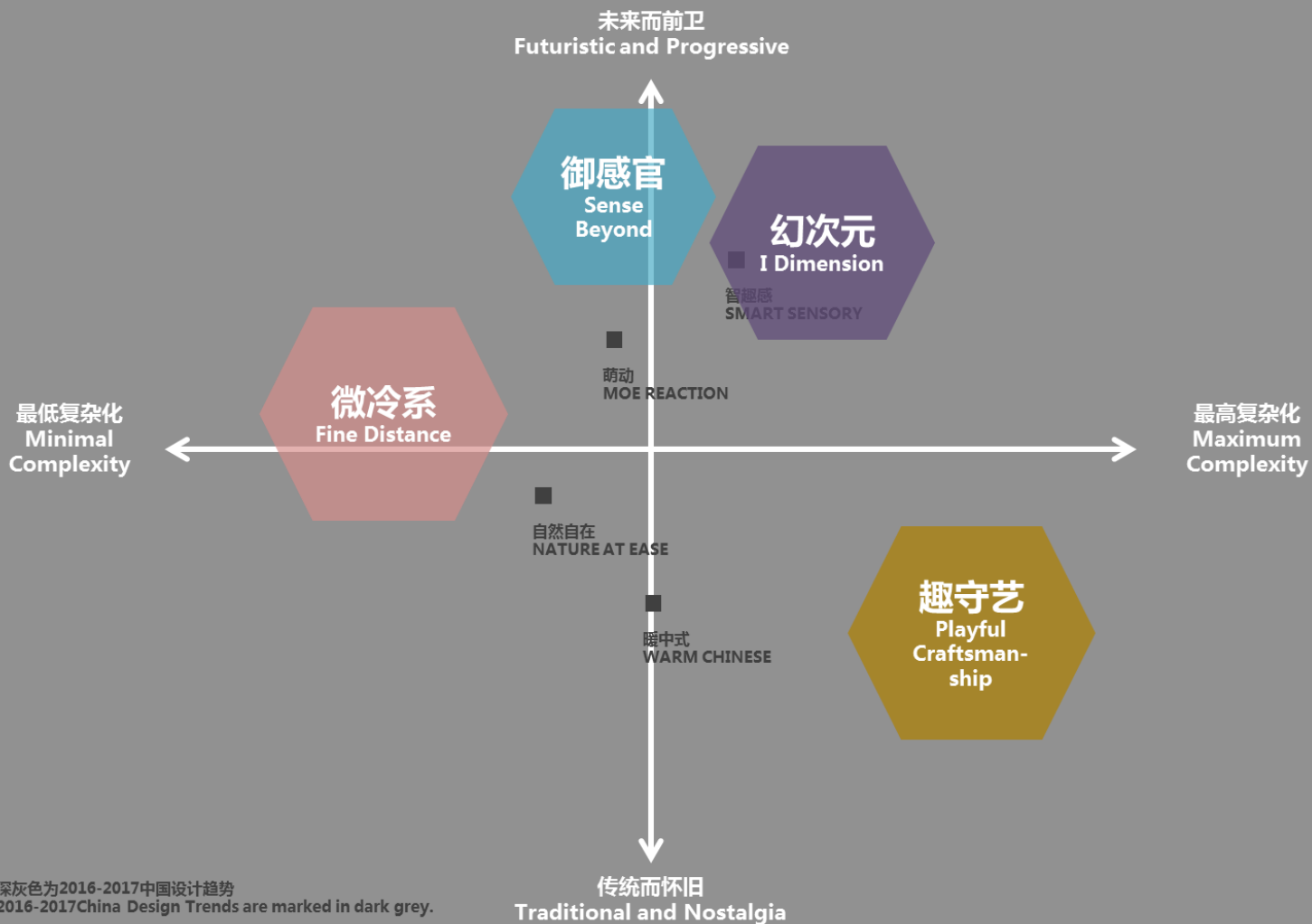
御感官 Sense Beyond

全球的安全性问题，国内的经济状态，空气污染引爆和政策的变化性，这些全新的压力源使得国人心理越来越有韧性的同时，内心也渴求安全与保护。改性材料与感官技术的强势发展，提供了如肌肤般的科技保护屏障，轻柔地抵挡了外界一切的侵袭。

Global security issues, the domestic economic situation, the continuous air pollution and policy changes these new pressure source makes people desire for security and protection. As the modern bio technology evolves, numerous interesting and edgy bio intelligence designs come to born. Bio technology and Sensory technology also extends to new material production and application and have brought limitless possibilities.

四大趋势风格定位图

Style Matrix of the Four Trends

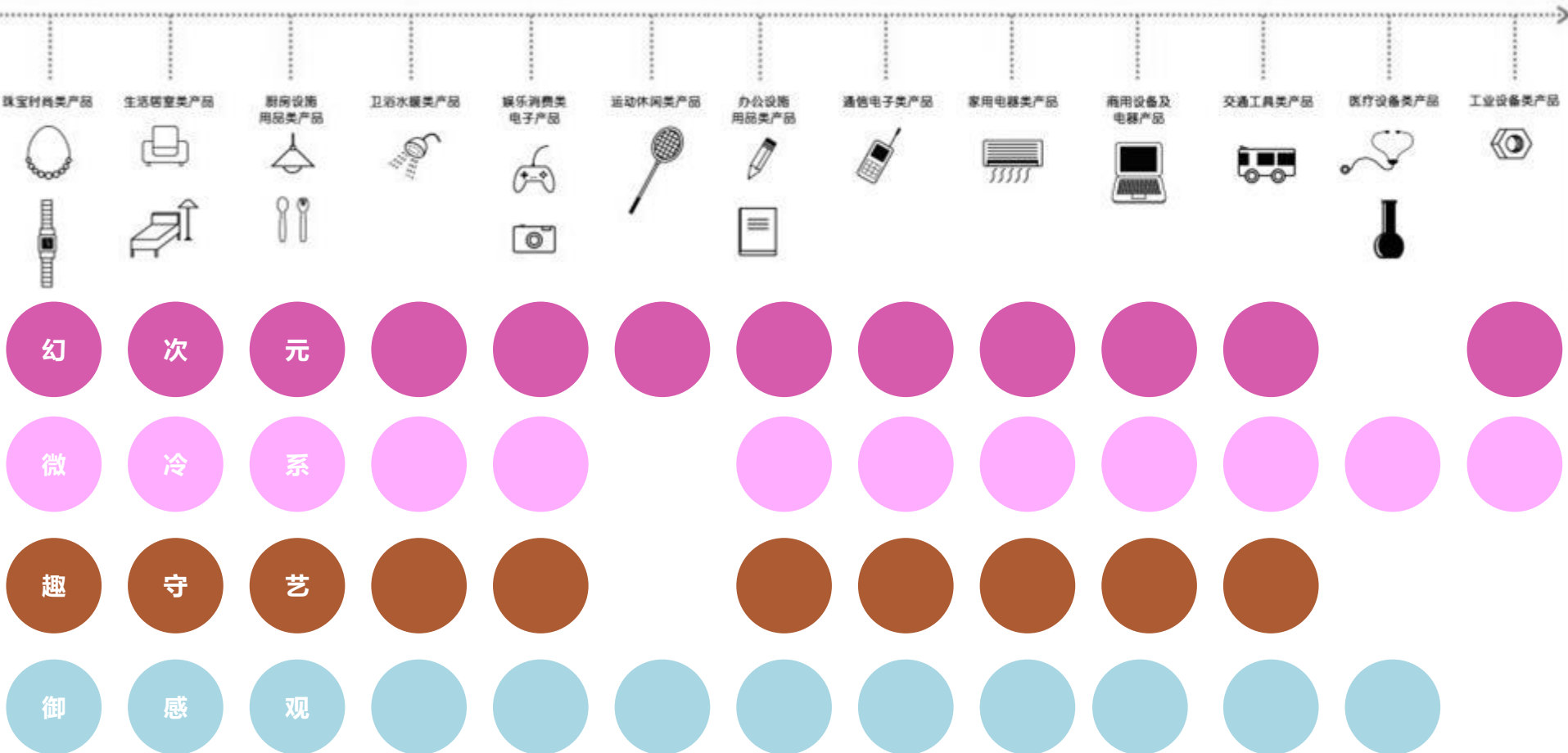


四大趋势应用行业&产品类别

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



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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

超过100页的丰富资源，并附上中英翻译
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2017-2018中国市场，提出**四大视觉趋势**
每个大趋势分别提出**6色主色盘及6色副色盘** 以CMYK色码为主，另外提供Pantone，
NCS，RAL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，其中包括增加中国设计行业的专家；减少文字量而增加图片以辅助阅读；除了CMYK和Pantone以外增加NCS、RAL两个色彩编码系统；以及增强色彩在不同行业的应用建议。

Over 100 pages of rich resources with Chinese and English translations
Annual summery of the Chinese consumer market, with a collection of six expert interviews
Four design macro trends for the 2017-2018 Chinese market
A **main palette** of 6 colors and a **sub-palette** of 6 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. NCS and RAL color coding systems are added. And there is additional suggestion of color application in different industries.

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

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媒体报道

Media Highlight

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Purchase Information

《2017-2018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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我们是谁

WHO IS YANG DESIGN

YANG DESIGN 为中国前瞻思维的知名工业设计公司，囊括了包括德国红点、iF、日本 G-Mark、美国 IDEA、亚洲影响力设计银奖、福布斯中国影响力设计大奖在内的近百项设计大奖。

下设设计策略研究所、CMF与趋势研究实验室、用户研究实验室、快速成型加工中心、品牌创新事业部、产品创新事业部、公共与服务设计事业部，与德国、英国、美国、日本等多家专业设计研究机构有着长期战略合作关系。并投资创办了工业设计博物馆、新手工艺研究院、智能箱包品牌、高端生活方式品牌。

YANG DESIGN 提供以用户体验为中心的高品质设计咨询服务，涉及智能硬件、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、英菲尼迪、通用、博世、三星、飞利浦、施耐德、日立、杜邦、联合利华、海尔、华为、万科等。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、为海尔创新设计的家电获得了国际奖项的认可、为数个智能硬件团所设计的产品项目获得了上千万美金的融资、为壹基金所做的系列公益项目实现了创新的社会价值。

YANG DESIGN is the forward thinking industrial design consultancy in China. It has won nearly one hundred major design awards, including Red Dot and iF awards, G-Mark award, IDEA award, Design for Asia silver award, and Forbes China's Influential Design award.

YANG DESIGN has a Design Strategy Institute, CMF and Trend Study Lab, User Study Lab, Prototype Center, Brand Innovation Department, Product Innovation Department, and Public and Service Design Department, and has long term strategic partnerships with professional design research institutes from countries including Germany, Britain, the United States and Japan. YANG DESIGN has also invested in and founded an industrial design museum, a new handicraft research institute, a smart luggage brand, and a high-end lifestyle brand.

YANG DESIGN provides high quality design consulting services centered on user experience, and covers industries such as smart hardware, consumer electronics, transportation, fast moving consumer goods (FMCG), education, finance, real estate, and more. YANG DESIGN has helped many leading global brands to realize innovative social and business value, including Greenpeace, One Foundation, Boeing, BMW, Audi, Infiniti, GM, Bosch, Samsung, Philips, Schneider Electric, Hitachi, DuPont, Unilever, Haier, Huawei, Vanke, and more. The research and service design that YANG DESIGN provided for Boeing improved its efficiency and experience, the public and service system designed for Vanke helped in the creation of smart cities, the innovative home appliance designed for Haier won recognition in the form of international award, the products designed for several smart hardware start-ups raised more than ten million USD in financing, and a series of projects benefitting the public that were done for One Foundation realized innovative social value.





YANG
DESIGN

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、大众、丰田、本田、日产、现代、富士通、瑞典木业、BOSE、日立、海尔、华为、联合利华、三宅一生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, Volkswagen, Toyota, Honda, Nissan, Hyundai, Fujitsu, Swedish Wood, BOSE, Hitachi, Haier, Huawei, Unilever, Issey Miyake, and support the GIGA Material Challenge as long term partner. Projects are winner of iF and IDEA awards.





2017-2018

中国设计
趋势展览

CHINA
DESIGN
TRENDS



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。

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