



IMPROVING LIFE BY DESIGN

If you thought design was all about expensive lifestyle products, think again. A new exhibition shows a different and more compassionate side of design.

设计，改善你我生活

如果你认为设计仅仅会被运用于那些充满小资情调的奢侈品，那么你错了。一个全新的展览将激发你对设计的思考，这个展览会为你呈现设计的另一面——富有同情心与爱心的另一面。

An upcoming exhibit in the Redtory displays 24 designs chosen from among the past three selection cycles of the Denmark-based international design award, INDEX Award. The award is the largest monetary design honour in the world, distinguishing itself by only rewarding designs that improve the lives of people.

此展即将在广州红专厂开幕，其中展出的 24 件设计品全部来自过去三届的 INDEX 奖项——该奖项总部位于丹麦，在全球范围内奖金数额最高，其最与众不同之处在于鼓励人们积极创作可以改善人们生活的设计作品。

Under the patronage of HRH The Crown Prince of Denmark and with the tagline “Design to Improve Life”, INDEX advocates design which offers environmental, social and economically sustainable tools to make the world a safe and better environment for people. The exhibition is created in cooperation with the Danish ministry of foreign affairs and marks the first occasion during which finalists and winners from past award cycles will be exhibited together. It is also the first time that INDEX will present an exhibition before a Chinese public.

这个在丹麦王储殿下资助下、标语为“设计，改善你我生活”的 INDEX 奖项，设立旨在倡导设计应该成为为环境、社会和经济提供可持续发展方案的工具，从而使人们生活在一个更加安全与美好的世界当中。通过与丹麦外交部的合作，这次展览推出了一个平台，在其中过去几届奖项评最终入围者与奖项获得者能够首次同台展出。同时，这也是 INDEX 在中国公众面前“处女秀”。

The designs in the exhibit address a wide range of problems, from everyday difficulties in achieving or maintaining a healthy lifestyle to highly sophisticated responses to serious illness, large-scale catastrophes, potentially devastating accidents and the effects of climate change.

本次展出的设计品所讨论的主题非常广泛，包括在日常生活中的各种问题，例如怎样积极活出并保持健康的生活方式，怎样研发对严重的疾病、大规模的灾难、潜在的灾难性事故和气候变化的影响成熟的处理体系。

Businesses have been quick to catch up on this new trend in design. “This kind of design is not about philanthropy. It is about business. If something is really needed in the world, there is also a large market for it. Designers are good at filling this gap with appropriate and economically sustainable products and solutions,” says Kigge Hvid, CEO of INDEX.

设计领域的以上趋势为提供了种种商机。“这种类型的设计与慈善无关，它是商业性的。如果这世界真需要某种东西，那就一定有巨大的市场。设计师善于用适当并经济的可持续产品和方式来填补这一空缺。” INDEX 的 CEO Kigge Hvid 这样说道。

It is no coincidence that INDEX is a brainchild of Danish thinking. The small Scandinavian country boasts a sustained history of design, which had its international breakthrough in the 1950s under the label “Danish Modern”. Unknown to most outsiders, however, these luxury pieces of furniture actually spring from a long design tradition focused on improving life for people by making highly functional, ergonomic and accessible design. It was therefore natural that INDEX, when it was established in 2002, should stand as the award for the new generation of life-improving designs.

INDEX 无疑是丹麦的创造性设计思维的一个产物。这个小小的斯堪的纳维亚国家以悠久的历史而著称。更于二十世纪五十年代达到巅峰，被冠以“Danish Modern”（意思是“以不加装饰为特点的丹麦现代设计”）之称。为大多数行外人士所不知道的是，这些奢侈华丽的家具通常源于非常悠久的设计传统。该传统主张设计应该以其高效功能性、浓厚的工效设计感、平易近人等特点被很好地运用于改善人们生活品质。所以自然而然，2002 年 INDEX 奖项发起的初衷，便是为新一代居民提供有助于提高生活层次的设计作品。

The Royal Danish Consulate General in Guangzhou look forward to your visit to the exhibition and experience of original Danish design.

丹麦王国驻广州总领事馆和 INDEX 热情期待您的光临，体会丹麦原创设计。

展览时间：10 月 28 日至 11 月 7 日

地点：廣州市天河區員村四橫路 128 號紅專廠 C3（臨江大道入口，美林海岸西側）

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