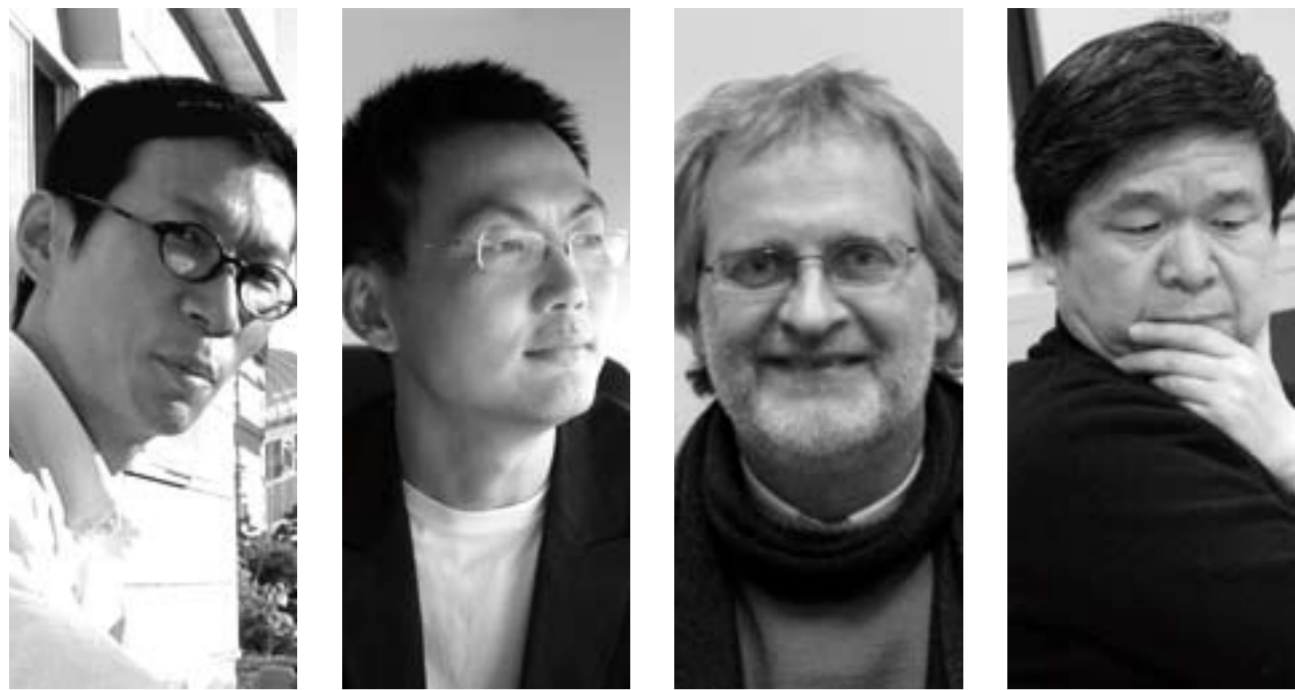


Braun Prize China 2009



The Jury members of BraunPrize China:

中国赛区评审团成员:

Prof. Benny Leong 梁町

Assistant Professor, deputy discipline leader of Industrial Design and Lab leader of Asian Lifestyle Research & Design Lab of the School of Design at Hong Kong Polytechnic University, Hong Kong, China and BraunPrize China 2007 Jury Member.

香港理工大学设计学院副教授，工业设计学科课程主任，亚洲风尚设计研究实验室主管

Mr. Zhou Yi 周佚

Zhou is the founder of s.point design, currently the leading Industrial Design consultancy in China, BraunPrize China 2007 Jury Member.

指南设计公司创始人、总经理

Mr. Armin Schwarz-Hartmann 艾明

Head of Gillette Asia Tech Center, P&G.
宝洁公司吉列亚洲技术中心总经理

Mr. Huiming Tong 童慧明

Dean of Design College, Guangzhou Academy of Fine Arts, Guangzhou, China.
广州美术学院设计学院院长

BraunPrize China 2009 – Exhibition

Inaugurated in 1967, the BraunPrize was Germany's first international competition to promote the work of young designers. The 17th BraunPrize competition with its theme

Envision conscious design!

challenged participants to develop new product concepts representing innovations in design and technology which help people in their everyday lives – in the home, at work or school, during sports and leisure activities or in the context of health and healthcare. One of the key aspects of the BraunPrize competition is the emphasis it places on usable product development.

The BraunPrize sets out to promote the work of young designers who are just embarking on their career. The latest competition was open to all current students of industrial design, as well as those who had completed their studies within the previous two years.

The members of the national Jury took part in a judging session in February 2009 in order to make their selection. 19 of the best projects were selected for inclusion in the 2009 BraunPrize China Exhibition, and one winner was nominated.

The Jury assessed each entry on the basis of the following criteria:

Design – innovation, aesthetics, clarity, ergonomics

Technology – how convincing is the product functionality?

Usability – the benefit which the product provides for the user

The winner of 2009 BraunPrize China is invited to the international BraunPrize Forum in September, in Germany. The BraunPrize China Exhibition will be presented at this Forum.

博朗工业设计大赛中国赛区 – 作品展

当博朗工业设计大赛在1967年创立的时候，它是德国第一个针对年轻设计师举办的国际性设计比赛。第17届博朗工业设计大赛的主题

在设计中体现清醒的意识!

要求参赛设计作品表现出设计和技术的创新，具有改善和提高人们日常生活的功能，比如在家庭或者工作场所、在体育或者休闲运动场合、以及涉及健康和护理的应用。博朗工业设计大赛的重点原则之一就是产品功能是否具有实际意义。

博朗工业设计大赛致力于提供舞台以协助那些有潜力的年轻设计师推广自己。本届大赛的参赛对象为在读的工业设计学生或毕业参加工作不超过两年的年轻设计师。

在2009年5月，中国赛区评审团对所有来自中国大陆、香港特区、澳门特区和台湾的参赛作品进行了单独评审。19件最佳作品从这些参赛作品中脱颖而出，成为2009年博朗工业设计大赛中国赛区展览作品，其中一件作品被评委中国赛区优胜者。

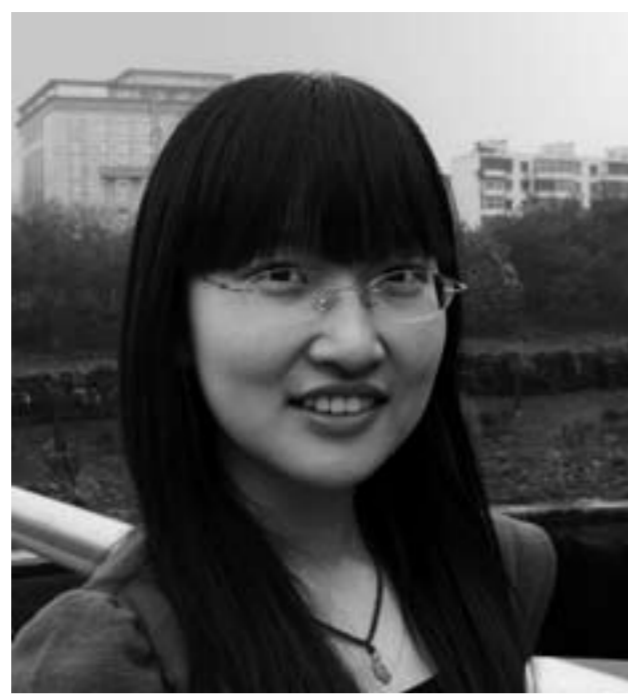
评审小组按照以下标准来对所有参赛作品进行评审:

设计 - 创新、美观、易明、以人为本

技术 - 产品实现功能所应用的技术是否令人信服

实用性 - 产品切合使用者的实际需求

2009年博朗工业设计大赛中国赛区的优胜者被邀请出席于9月在德国举行的博朗工业设计大赛论坛。中国赛区展览作品将在该论坛上展出。



Fei-Yi Mao 毛非一

- 1986** Born in Xuchang, Henan Province, China
出生于河南省许昌市
- since 2006** MA candidate in Industrial Design,
Huazhong University of Science and Technology
就读于武汉华中科技大学工业设计系
- since 2009** Internship at Circo-design Company,
Wuhan, China 在武汉Circo-design设计公司实习

Shu Yuan 袁姝

- 1987** Born in Wuhan, Hubei Province, China
出生于湖北省武汉市
- 2009** BA Industrial Design, Huazhong University
of Science and Technology, Wuhan, China
毕业于武汉华中科技大学工业设计系
- since 2009** MA candidate at Tongji University,
Shanghai, China
上海同济大学设计艺术学硕士在读

BraunPrize China 2009

Tri-Surviving – Winner

China is an important coal-mining nation and is heavily dependent on coal energy. Mining accidents are a serious problem and frequently lead to the death or injury of miners. In many cases, these accidents are caused by collapsing mineshaft roofs. 'Tri-Surviving' is designed to save lives in situations of this kind.

The concept behind the design is based on the 'triangle of life' theory. In normal, safe conditions in the mine, the two unfolded wings of 'Tri-Surviving' are attached to the ceiling and walls. In the event that the ceiling collapses, the upper wing, which is made of hard and stable material, folds downwards, thus forming a free space in the shape of a triangle. This area provides miners with protection.

博朗工业设计大赛中国赛区2009

Tri-Surviving – Winner

中国是一个产煤大国，也是一个严重依赖煤炭能源的国家。矿难带来的严重问题造成很多矿工伤亡。矿井坍塌是矿难中的一种。我们的设计旨在矿坑发生坍塌灾难时起到救援作用。设计源于“生命三角”这个概念。当矿坑内没有危险时，该设备的双翼展开紧贴矿坑壁。而当矿坑发生坍塌灾难时，生命三角救生设备受到坍塌物的重压而形成一個坚固的受力结构。因为此时，该装备形成一个稳定的三角形状。通过这种方式，矿工们便能及时躲进三角区域以防止受到伤害。



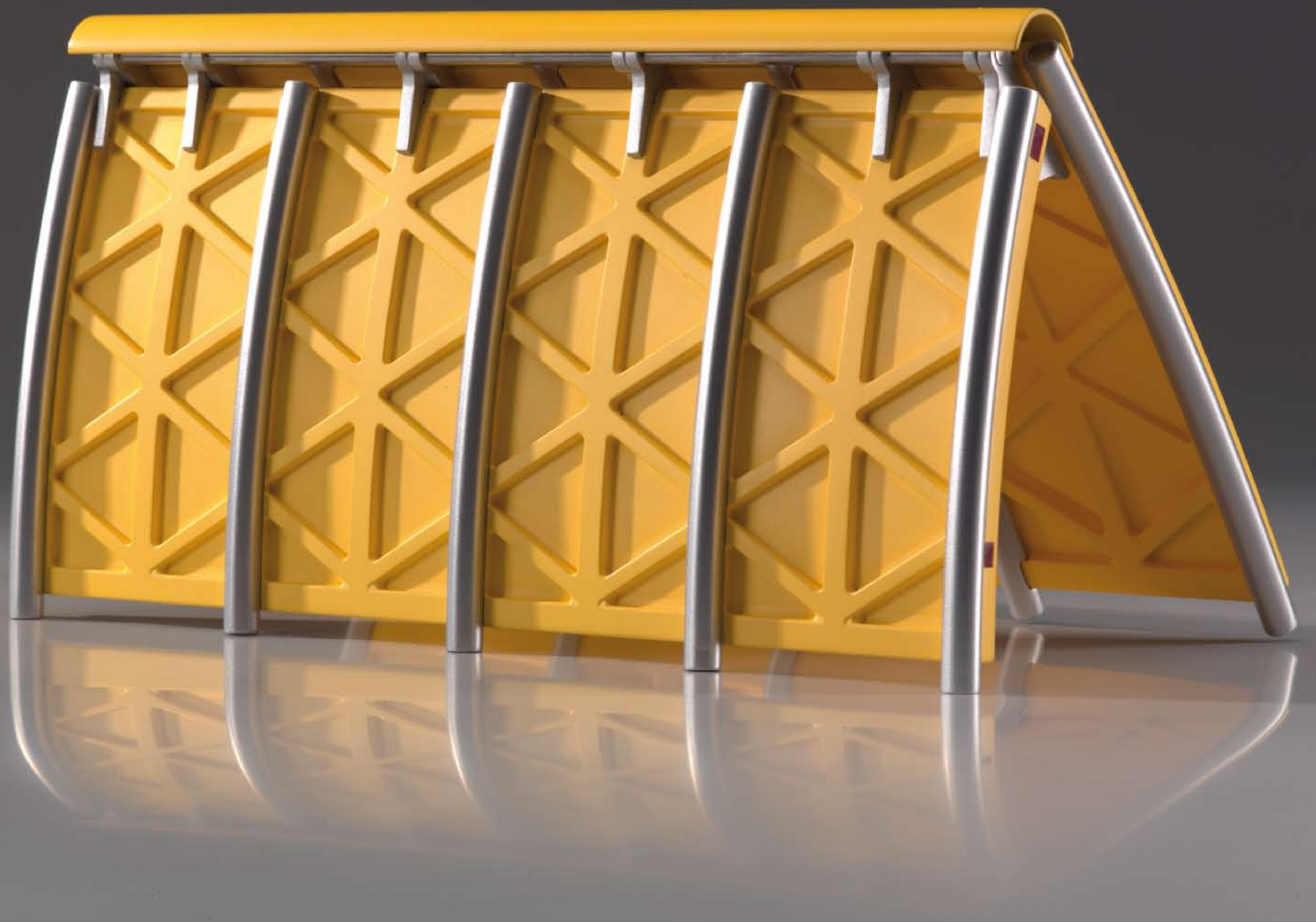
Finding of the Jury:

Because China is such a large country in terms of both area and population, natural disasters and man-made accidents are a frequent occurrence there. The call for entries for this competition was published not long after 2008 Sichuan earthquake and we truly appreciate the efforts of all students who submitted projects relating to rescue work and post-disaster reconstruction, irrespective of the quality of their designs. What makes 'Tri-Surviving' stand out is the precautionary aspect – tragedies should not only be addressed after the event. Of course we should help those who are suffering, but we must also learn from what happened, and come up with solutions for reducing or preventing damage of this kind in the future. That is why we believe that this product shows a great deal of awareness. In its design details, 'Tri-Surviving' takes good account of the circumstances, and is a complete engineering solution. It provides potential for great improvements in the safety of miners working in dangerous environments, and deserves attention from the government and from mine owners, who would be wise to deploy equipment of this kind.

评委意见:

作为一个人口和地域大国，在中国频繁发生自然灾害和大型生产事故。本届比赛的作品征集开始于5-12汶川大地震发生后不久，我们衷心感谢那些作品涉及救灾或重建方面的参赛者们，无论其设计水准是高或低。在所有这类作品当中，Tri-Surviving脱颖而出的原因主要是它体现出防范于未然的视角——关注不应该仅仅发生在灾难之后，应当尽力救助受到伤害的人，但同时也必须从教训中学习，避免在未来有更多人受到同样的伤害。这就是评委们最后对“清醒的意识”这个主题所达成的一致理解。

在设计细节上，Tri-Surviving充分考虑到使用的情景并运用了妥当的工程构造。它不但为矿工们所应对的复杂工作环境提出了改良可能，也是一个提醒政府和工矿推广类似装备的呼吁。





Xiao-Long Lou 楼小龙

1988 Born in Zhejiang, China 出生于浙江
since 2006 Zhejiang Sci-Tech University, China
就读于浙江理工大学

Hui-Ling Wang 王慧玲

1987 Born in Hubei, China 出生于湖北
since 2006 Zhejiang Sci-Tech University, China
就读于浙江理工大学

Si-Ting Yang 杨斯婷

1987 Born in Hunan, China 出生于湖南
since 2006 Zhejiang Sci-Tech University, China
就读于浙江理工大学

BraunPrize China 2009

wake-clip

As societies have developed, underground railways have appeared in many cities, making life considerably easier for city-dwellers. Working hard for hours on end, people easily become tired and anxious. When on the underground, people need to take the opportunity to have a short break, or to listen to some music. For many deaf people, announcements are useless. For many exhausted passengers, ensuring that they get out at the right stop adds stress to their journey.

The 'wake-clip' functions as a ticket but also vibrates to remind the user that they will soon reach their destination. The ticket is in the form of a clip, so can be attached to a pocket, collar, or any other convenient place. The ticket vibrates before the user's stop is reached, and continues to do so until the passenger gets off.

This will particularly benefit deaf people, as the ticket will let them know that their destination is imminent, and so will remove the worry that they could miss their stop. This useful system will make passengers' journey more enjoyable, and will give them a sense of being cared for.

Finding of the Jury:

The 'wake-clip' is an intelligent response to an everyday problem for which no solution has been available until now. Ideally this should be offered as a public service, rather than people being encouraged to buy their own devices, as the original ethos could be lost in the mass of technologies that could spring up on the basis of this idea. Furthermore, rather than requiring additional effort on the part of the user, this concept makes excellent use of the existing concept of underground tokens, thus avoiding making the whole process more complicated.

博朗工业设计大赛中国赛区2009

地铁唤醒系统

社会高速发展，科技也随着人类文明的进步不断创新，设计对于人性的关怀，尤其是对于残障人士的考虑也是当代社会的最强音。地铁作为当代快速、方便交通工具给人们提供了很多方便。然而紧张，忙碌的工作和学习使人们变得疲惫不堪，在搭乘地铁的路途中，人们都会习惯性地车厢里小睡。而且，对于一些聋哑人来说，传统意义上的语音提示并不能起到提示作用。因此，往往出现错过站点的情况，不但浪费时间，而且造成很多尴尬的局面。如果能在目的地到达时，及时摇醒下车的乘客，问题不就可以解决了吗？

地铁唤醒系统的设计即是通过整合车票和感应震动的功能，保证乘客在到达目的地时能被及时唤醒。乘客只需在上车之前，根据自己的目的地在对应的槽口上刷过，安装在车厢内的感应发生器接受来自展台上乘客的刷卡信息即刻完成到站唤醒的设置，然后乘客可以把回形针式的车票夹在自己的袖口，领子，口袋或其他任何能感知震动的地方。当到达该目的地时，车内的感应发生器发出特定信息感应到该车票，并使之震动唤醒乘客。如此一来，你尽可以在路途上安稳地小睡，而不必担心前面出现的问题！

评委意见：

地铁唤醒系统的创作者们观察到了日常生活真实存在，而目前人们还无法解决的一个问题。他们没有试图适应用户手上五花八门的各种手持设备，而是通过统一规格的公共服务产品来解决问题，这是一个很好的策略。除此之外，通过巧妙借用地铁票的取用而不是增加额外的操作，这个设计保持了简洁易明。





Zheng Huang 黄正

1986 Born in Guangdong, China
出生于广东

2009 Graduated from Guangzhou Academy
of Fine Arts, Industrial Design, China
广州美术学院工业设计系毕业

BraunPrize China 2009 Foot protection accessoires

After the earthquake, the ground was left in a very poor condition: this created difficulties for rescue workers and volunteers. This design is intended to reinforce the workers' existing shoes, giving them a quick way of protecting their feet, and thus enabling them to save more lives.

When rescue workers and volunteers carry out relief work in poor conditions, constant friction wears out the heels of their shoes and, as a result, the soles of their feet can be easily hurt. This insole has sheets of metal incorporated into it, to provide very effective protection for the workers' feet. What's more, the use of this type of insole is very simple and convenient, making it very well-suited to its target users. This product has an even better protective effect when used together with a waterproof bag.

博朗工业设计大赛中国赛区2009 救灾用鞋套

地震后的地面环境十分恶劣，不仅严重阻碍交通行驶，还给救援人员和志愿者带来困难；时间就是生命，医护人员在行走中多用一分钟，就可能失去更多的生命，所以这个系列设计就是在他们原有的鞋子上进行加强，让他们在最短的时间里具有对脚部的保护功能，从而救活更多人的生命。救援人员和志愿者在恶劣的环境下进行救援工作，脚底部就很容易受到伤害，这个鞋垫设计将金属片加入其中，使脚底部起到很好的保护作用，同时简便、易用的使用方式也让产品更具有针对性。地震后的地面状况十分恶劣，给救援人员和志愿者带来困难；同时也威胁他们的脚部安全，这个产品的设计是在原有的鞋子上再穿套上去，方便全面地将脚部保护起来，还可以增加一个防水包装袋一起使用，到达更好的保护效果。

Finding of the Jury:

This is a clever response to the problem of walking and working on the ruins very shortly after a disaster such as an earthquake. Providing an adjustable add-on that allows the product to adapt to different circumstances – in this case, a wide variety of different shoe sizes – is a smart approach in the design of rescue equipment.

评委意见:

这个设计很好地捕捉到问题所在——大型灾难例如地震发生后，在情况混乱复杂的现场开展营救工作的紧迫需要。通过提供一种能调节大小的附件，而不是数种规格的系列产品，这个概念很好地体现了设计救灾用具时应有的通用性考虑。





Tung-Chih Wu 吴东治

- 1978** Born in Hualien, Taiwan 出生于台湾花莲
- 1999** Designer, KJ concept Ltd., Taipei
担任三松创意有限公司设计师
- 2001** Designer, I+U Design International, Inc., Taipei
担任I+U产品设计公司设计师
- 2004** Designer, MOD design Ltd., Taipei
担任磨得设计有限公司设计师
- 2007** Established avecplus design, Inc., Taipei
成立与创设计有限公司
- 2009** Master degree candidate at Shih Chien University 实践研究所在学

BraunPrize China 2009 Antalk – Positioning Exchange Device

When a mountain accident occurs, it is difficult to identify climbers' final position. Usually the search and rescue team can rely only on luck.

'Antalk' is an emergent GPS data exchange device concept for climbers. Before entering the mountain area, climbers are equipped with 'Antalk', a system that uses the ZigBee wireless protocol and the Global Positioning System. 'Antalk' automatically exchanges position and time data. When the first climber arrives at a rest stop, 'Antalk' uploads the climber's position and time data to the server together with the data of other climbers.

If an accident occurs, the rescue team will know the position of the victims when they met with other climbers, just like ants talking to each other after eating, informing the others about the location of the food.

博朗工业设计大赛中国赛区2009 Antalk – Positioning Exchange Device

发生山难，搜救队须把握七十二小时的黄金时间，但传统方式难以断定登山客最后地点，搜救只能靠运气。

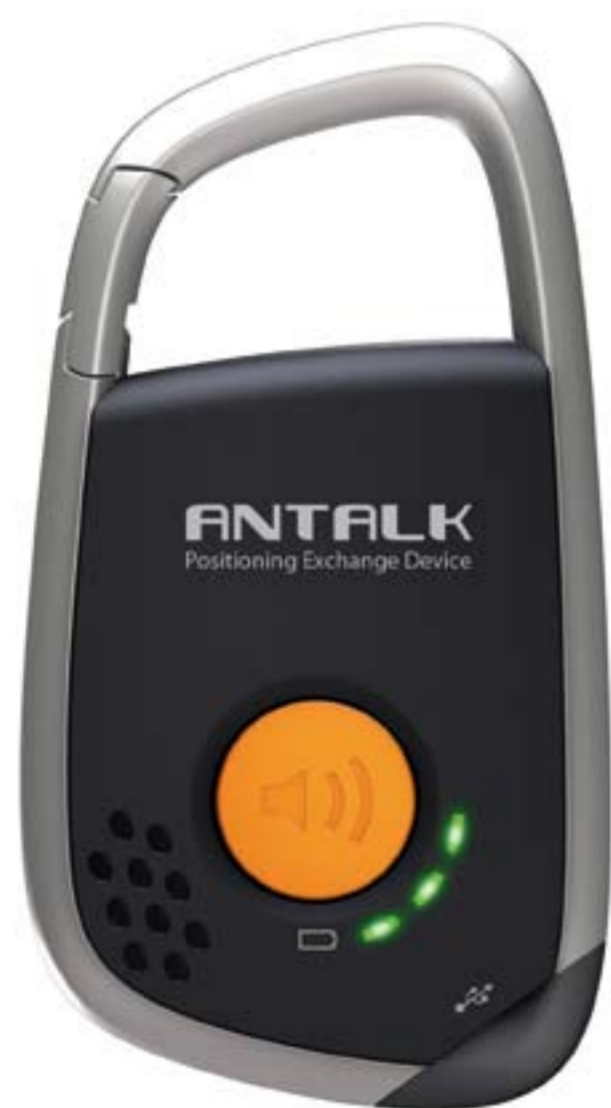
登山客上山前只要携带 Antalk, 利用Zigbee无线传输搭配GPS定位。Antalk就能自动的互相交换信息，让先到达休息站的人，能将沿路遇见旅客的定位信息及时间带进休息站的数据库里，假如发生山难，至少能够掌握其他登山者与他相遇的最后位置。如同蚂蚁只要互相接近交谈后就可以知道食物的正确位置。

Finding of the Jury:

We found the concept an interesting attempt to innovate in the field of interaction and communication. This idea of simulating 'ant talk' is quite different from conventional concepts applied in bionics, which tend to focus on material and engineering. The device functions automatically without monitoring or other intervention from users, thus lessening the risk of their forgetting to perform a specific action.

评委意见:

我们认为这个概念是一个交互、通讯方面有趣的尝试：通过人工智能模仿“蚂蚁交谈”的创意，与我们一般所理解的注重研究材料和结构的仿生学有所区别。这个设计可以在不需要用户操控的情况下自主发挥功能，应该可以有效避免人们大意疏忽的情形。





Kai-Yu Lei 雷凯俞

1984 Born in Taiwan 出生于台湾
2009 MDes, graduated from National Taiwan University of Science and Technology 台湾科技大学设计所 毕业

Pei-Hsi Cheng 城佩希

1984 Born in Taiwan 出生于台湾
2009 MDes, graduated from National Taiwan University of Science and Technology 台湾科技大学设计所 毕业

Wen-Hsin Lin 林文心

1982 Born in Taiwan 出生于台湾
2008 MDes, graduated from National Taiwan University of Science and Technology 台湾科技大学设计所 毕业

BraunPrize China 2009

iStick

'iStick' – Assistive technology to promote healthy living for the elderly. Elderly people enjoy going out and making friends. Inconveniences associated with physiological aspects and an – at times – unfriendly environment mean that the elderly often stay at home rather than going out.

This design concept assists elderly people in coping with the outside environment, reduces the worry suffered by their families, and ensures their safety, thus allowing them to enjoy greater freedom and happiness.

博朗工业设计大赛中国赛区2009

iStick

银发族健康生活的辅助科技。

高龄者是喜爱往外并结交朋友，但生理方面的不便与不友善的环境造成他们宁愿待在家里而不愿外出。

此设计概念协助高龄者于环境的活动、减少家人的担忧与确保他们的安全，因此银发族可以享受他们自由与快乐的生活。

Finding of the Jury:

This concept does well in considering all aspects affecting elderly people when they are out and about. We strongly believe that this design, by promoting more effective contact with other people, the person's surroundings, and with public services, while still working as a traditional walking stick, could improve the life experience of elderly people.

评委意见:

这个概念充分考虑到老年人希望出外时所面对的各方面限制因素。它更有效地与环境、他人及公共服务系统建立联系，但同时也具备传统手杖的功能，并不为老年人带来更多负担，我们相信这个设计有可能改善老年人的生活体验。





Chun-Chia Hsu 许峻嘉

- 1985 Born in Taiwan 台湾出生
- 2002 Image-Model company 映象模型有限公司
- 2005 Ming Chi University of Technology
明志科技大学工业设计系
- 2007 National Chiao Tung University,
Institute of Applied Art Industry Design
交通大学应用艺术研究所工业设计组

You-Ren Chen 陈宥任

- 1983 Born in Taiwan 台湾出生
- 2000 Tung Fang Institute of Technology
东方技术学院美术工艺系
- 2004 National Yunlin University of Science and
Technology 云林科技大学视觉传达设计系
- 2007 National Taipei University of Science and
Technology 国立台北科技大学创新设计研究所



BraunPrize China 2009 So Sweet – Electronic Type Temperature for Children

Today, thanks to highly-developed medical techniques, simple examinations such as temperature-taking are sufficient to determine the physical conditions that a person is suffering from, and diagnose various symptoms.

By using 'So Sweet', people can have their temperature taken by mouth in a more enjoyable way. Patients can perform examinations on themselves much more comfortably. 'So Sweet' can not only read physical messages, but also considers the emotional needs of the person being examined.

Finding of the Jury:

This is an interesting attempt to change the temperature-taking experience, which has been adapted considerably over the years, but is still not greatly appreciated by patients. Comfort is not just about ergonomics – here it is also about taste. Not only the product itself was well designed, making it an attractive object for people to try, but we also liked the details in the packaging and alternative design, which enhanced the concept as a whole.

博朗工业设计大赛中国赛区2009 So Sweet – Electronic Type Temperature for Children

在医疗先进的现代，人们只需透过简单的检验就能快速有效的传达生理的状态，包括病征也是如此。

可用于量体温等基本唾液与口温可检测的生理讯息上，希望藉由“SO SWEET”亲切的检测方式，让受检者可以更自在舒服的方式，来进行自我检测，除了生理的讯息外，“SO SWEET”更重视的是受检测者心中的感受。

评委意见：

改变体温计的使用体验是一个有趣的尝试角度。人们一直不认为体温计使用起来很舒适，但大部分人还是会促使自己接受这类必须的使用过程。舒适在这个概念里人机工程学方面的提高，还涉及到“品味”。除了产品本身设计成吸引人去尝试的形态，概念中有关包装和替换的细节设计也都考虑得很周到。



Xing Liu 刘兴

- 1979** Born in JianXi 出生于江西
- 2005** BA, graduated from College of Design, Guangzhou Academy of Fine Arts, China
本科毕业于广州美术学院设计学院
- 2009** MA, graduated from College of Design, Guangzhou Academy of Fine Arts, China
研究生毕业于广州美术学院设计学院

BraunPrize China 2009 Stretcher-Wheelbarrow – Mountain rescue stretcher

The wheelbarrow has good off-road capabilities, and offers efficient cargo loading. When the roof plate is closed, large, heavy goods and farm tools can be placed on top of it, while the sides can accommodate smaller items but also heavy goods, making the 'Stretcher-Wheelbarrow' convenient for rural applications, for example in the mountains. The board can be used as a stretcher, and blood transfusion equipment can be supported. Safety straps can be applied around the chest, hips and feet to allow 'Stretcher-Wheelbarrow' to be used more safely and effectively. Papers are kept in transparent plastic folders to allow the details of injuries to be easily recorded, with space on the back for references and the basis for treatment. When the 'Stretcher-Wheelbarrow' is at a standstill, it can also be used as a temporary sickbed.

博朗工业设计大赛中国赛区2009 担架独轮车

1. 独轮车有着良好的越野性能和载物运货功能。
2. 独轮担架车，在顶板闭合时，可以在顶层放置较大件和较重的货物和农具，两侧则能放较小件沉重货物，如可以放两个水箱，用来驼水；并配的后斗，可以装下细碎较轻的物品。从而更适应山地农村使用。
3. 顶板开启后可以作为担架使用，并且能支起点滴架用于输液。
4. 安全绑带分加别系在人的胸部、髋部和脚部位置，从而使用独轮担架车更加安全有效地使用。
5. 透明塑料薄膜下面有存纸张，便于记录伤员的伤情，为后方医治提供参考与依据。
6. 当这款独轮担架车停下来后，还可以作为临时病床使用。

Finding of the Jury:

Functionality and context have been well thought-through in this concept. Though it may not look like a fancy product, we appreciate its cost-effectiveness. The concept also uniquely addresses the challenge of deploying and distributing products of this kind, because it is suitable for everyday use before or after a disaster occurs.

评委意见:

这个概念对功能与情景考虑周全。尽管外观并不光鲜亮丽，我们看到了作者想要降低产品成本的努力。产品还照顾到日常用途的功能，对分发和部署这类救灾应急产品来说也许是一种值得探索的新模式。





Shao-Lun Chao 赵绍伦

1987
2009

Born in Taiwan 出生于台湾
Graduated from National Taiwan University
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Industrial and Commercial Design
台湾科技大学工商业设计系毕业

BraunPrize China 2009 esPRESSivo

Enjoying a cup of coffee in a natural environment is relaxing and satisfying. But when we observe people's coffee-drinking habits, we see that most people enjoy coffee only at home, or inside a coffee house – this is not only because a professional espresso machine is too heavy to carry around outside, but also because even the process of making a cup of coffee outdoors is troublesome.

This product is designed to overcome the problems described above. This system does not use an electric air pump to press the coffee, but instead makes use of the pressure applied by a human hand. This not only makes the appliance lighter, but also represents a totally new way of making coffee. Regarding how best to market this product, I would sell the whole set together, as a portable, easy-to-use unit.

博朗工业设计大赛中国赛区2009 esPRESSivo

在自然界享受一杯咖啡是多么休闲快乐。当我们带着孩子郊游爬山，感受阳光和清风，看着孩子们玩耍。如果有杯咖啡，这个时刻肯定会更加美好。但是没有电源和咖啡机可用，也没有咖啡馆。再说传统咖啡机带着累赘，在外制作咖啡也麻烦。

这个产品将人力转换为动力而无需电动泵。这样不仅减轻小家电的重量，还开发了制作咖啡的新方式。为了携带方便，特意把泵和咖啡机设计为一体，容易携带易于使用。

尽管这只是一杯咖啡，在不同地点品尝这份经历是完全不同的。希望该产品让你放慢脚步，从城市走向自然。

Finding of the Jury:

'esPRESSivo' imaginatively creates a new user experience, making it possible to enjoy something that must usually be either home-made or bought for instant consumption anywhere where the user chooses to be. Putting more emphasis on the fun or ritual element of 'the process' is an interesting innovative approach to products that we have been used to for a long time. This design takes good account of ergonomic, structural and style aspects.

评委意见:

esPRESSivo构想了一种新的咖啡机使用体验——把只能在家或者咖啡馆里才能制作的现磨咖啡带到旅途中去。将某一种人们熟知的“程序”变得更有乐趣或更仪式化，是很有创新空间的设计方向。在此基础上这个概念在人机工程学，结构和造型上都体现了周全的考虑。





Ju-Wei Chen 陈如薇

1983 Born in Taiwan 出生于台湾
1999-2002 National Hsin-Chu Senior Industrial Vocational School
2002-2006 BA, Product Design, Ming-Chuan University
2006-2008 Designer, YAMAHA Motor R&D Taiwan Co., Ltd.
日本YAMAHA台湾山叶发动机研究开发中心外观造型设计师
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2005-2006 Product Design, Academy of Art and Design Offenbach, Germany 国立台湾科技大学设计研究所硕士班研究生
2005-2007 MA, Graduate School of Design, NTUST
德国奥芬巴哈设计学院工业设计系海外培训计划学生
since 2007 PhD candidate, Graduate School of Design, NTUST
国立台湾科技大学设计研究所博士候选人



BraunPrize China 2009 tCare – Personal Health Aid

'tCare' is a set for use in medical treatment. It can determine and record information about users' health (vital data). It can be used anywhere and at any time to provide information to any medical institute monitoring the user's health.

On the basis of this long-term monitoring, the responsible doctor can make a more precise diagnosis and treat the patient more appropriately.

Currently-available devices for gathering vital data are very complicated and user-unfriendly. 'tCare' removes all the hassle, and allows a direct response to be obtained from the doctor.

Finding of the Jury:

'tCare' not only contributes to the attainment of the vision of extending medical service to the patient's home, but also shows a dedication to improving the patient's experience of having his or her health monitored. Though the technology behind the device has yet to be clarified, and practical issues such as accuracy have not yet been verified, we believe that this device is in line with the direction in which design and technology are heading in this field.

博朗工业设计大赛中国赛区2009 tCare – Personal Health Aid

tCare是一组医疗器材，它可以全时记录用户的生理信息。使用者配合医疗机构长期监测个人的生理状况，可以建立个人生理基线做为诊疗的比较基础，也可避免因临床候诊的恐惧与紧张影响医师的诊断。采用tCare对于往后的医疗保健将有莫大的帮助。现有的监测生命迹象仪器操作复杂，界面也缺乏人性化。有了tCare之后病人可以避免使用这类仪器的麻烦，直接从医师处得到反馈。

评委意见：

tCare不但描绘了将医疗服务延伸到病人家中的可能性，还为病人了解和监控自己的健康状况提出了解决方案。尽管具体涉及的技术还有待细究，一些实际使用的问题例如测量误差现在还无法评判，但我们相信这个概念展现了设计和技术的未来趋势。



Ming-Ching Hsueh 薛明庆

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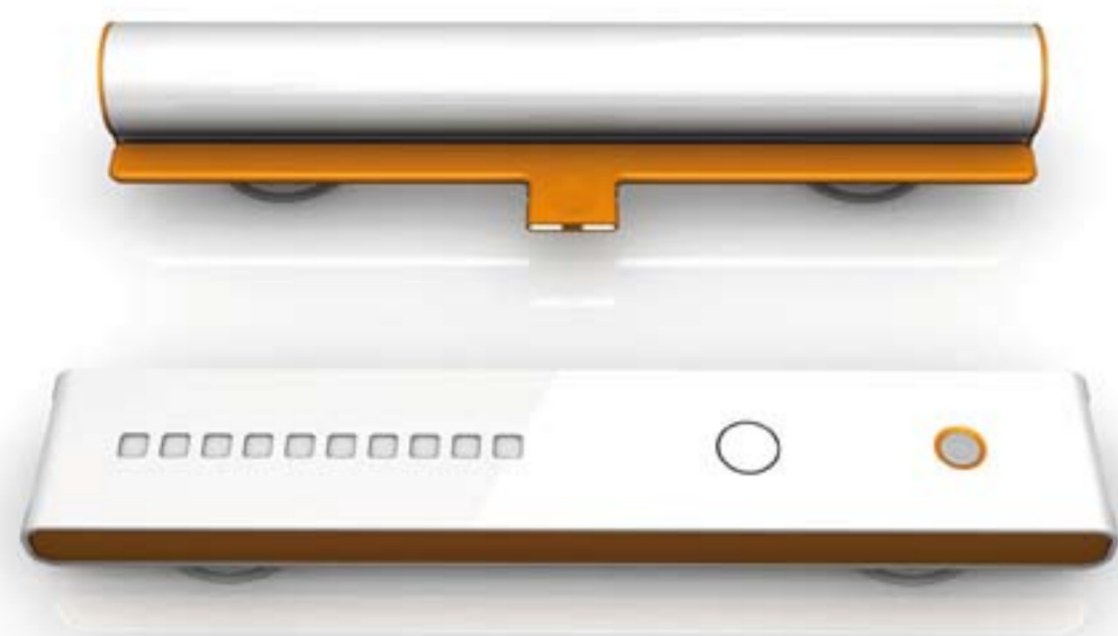
BraunPrize China 2009 Some Shine – Solar Energy Storage

This is a concept design for storing solar energy and enhancing interior design. This design features a structure similar to that of a window blind, but incorporates thin-film solar panel technology, which can transform sunlight into electrical energy during the day, and store it in a battery.

At night, the user can make use of the energy via a USB socket in order to charge consumer electronic products such as mobile phones, digital cameras, MP3 players, etc. 'Some Shine' is not only state-of-the-art, but also eco-friendly.

博朗工业设计大赛中国赛区2009 Some Shine – Solar Energy Storage

Some Shine是一个太阳能蓄电的概念设计，可吸附于室内的窗户上。本设计运用卷帘的结构方式结合薄膜太阳能板技术，将白天的日光转成电能储存在蓄电池内。夜晚时，用户可透过产品上的USB接口输出电力为一些3C产品充电，例如：手机、数字相机、MP3....等。用户可利用本产品在室内轻松的收集太阳能，并转换成电力，同时达到对环境友善的目的。



Finding of the Jury:

The solar power solutions on the market today represent serious investments. They need to be installed by specialists, and only in specific, carefully-determined locations. We can imagine that the 'Some Shine' concept will encourage users to try and incorporate solar power into their daily lives, and thereby take a further step towards helping our environment.

评委意见:

现有的太阳能发电装置对大部分人来说仍然是高昂的投资，并且需要专人安装在特定的位置。Some Shine则向我们展现了这样的可能：消费者被这个可以轻松购买，可以自己在家安装的产品所吸引，进而开始尝试更环保的生活方式。



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BraunPrize China 2009 Datube – Auxiliary Drinking Tube

The design is driven by disasters such as the earthquake in Sichuan. Many of those wounded were provided with drinking water by their rescuers while they waited to be evacuated. This design helps wounded people who are lying in bed or who have been pinned down by falling objects to drink water on their own.

It is easy to use. Just put the tube in the bottle, plug in the stopper, and give the teat to the patient. The benefits are: Most of the drinkable relief supplies come in bottles. The bottle stopper in this product is designed to fit most standard bottles' necks. Thanks to the plastic wire, the tube can be freely fixed to any location convenient to the patient, or can be pushed into the ruins in order to give water to the wounded. A weight at the end of the straw means the patient can get to the water whichever way round the bottle is.

博朗工业设计大赛中国赛区2009 急救饮水管

在去年中国四川地震灾害之后，伤员在等待营救或转送时需要救援人员喂水，因此消耗许多人力。

该产品可以帮助困在病床上和不能动弹的人自己喝水。使用简单。只需要塞住瓶子，把吸嘴固定在病人的嘴里就可以运作。

1，瓶塞设计能够和各种常见瓶口尺寸（26/28毫米）相配。

2，送水管可以被固定在病人附近例如担架上，或者是延展开来伸进废墟中去到达待援救的病人身边。

3，吸管末端设有一个重力球，不管水壶怎么翻转，病人都可以喝到水。

Finding of the Jury:

This concept is a great example of a simple but persuasive idea based on a real awareness of needs and circumstances. We appreciate the detailed observations carried out by the design team, who identified a practical problem often faced in disaster situations and came up with a simple solution in response.

评委意见：

这个概念是一个很好的范例，展现了设计师在充分理解了需求和情景之后，创作出的概念即使很简单也可以令人信服。我们非常赞赏设计小组这种细致的观察，他们为这个非常实际的问题提供了一个简单而行之有效的解决方案。





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Zhi-Wei Mu 穆志伟

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Ning-Ning Zhu 朱宁宁

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Hui Zhou 周辉

1986 Born in Hubei, China 出生于湖北

Te-Ning Hang 杭特宁

1986 Born in Hubei, China 出生于湖北

All team members are studying at Huazhong University of Science and Technology, Wuhan, China 就读于武汉华中科技大学

BraunPrize China 2009

Pen+Sprayer

The habit of humans to write on our hands when paper is unavailable is universal. However, cleaning the doodles off our skin is bothersome, and it is impossible to store the information on our hands permanently. This design uses a new pen technology to solve these problems.

The glands in a spider's body can produce special liquids that are able to coagulate to cobwebs when they come into contact with the air. In our design we are trying to apply the characteristics of a spider's web and those of PVA (a material often used as a film-former in cosmetic face masks).

'Pen+Sprayer' provides a way to satisfy our subconscious pent-up need to highlight certain words when we read a book. Now, 'Pen+Sprayer' allows us to communicate with deaf people and, for example, help them.

博朗工业设计大赛中国赛区2009

Pen+Sprayer

当没有纸张的时候，我们通常会下意识地把信息记录在掌心。这样做的弊端就是弄污手掌，难以清洗手掌上的笔迹，而且难以保存这些信息。我们的设计正是针对这一普遍存在的问题。

无毒无味。喷雾的材料源自蜘蛛腺体内分泌的特殊液体。这些特殊液体在空气中能粘合形成粘液和蜘蛛丝。我们试图在我们的设计中利用这种材料以及PVA。

Pen + Sprayer满足了人们日常生活中的潜在需求。这个设计还可以延伸使用到各种场合。比如，在图书馆阅读书籍时，在划记的同时可以不破坏书本；使用Pen + Sprayer可以方便不懂手语的人与聋哑人进行交流，并给他们帮助，例如给聋哑人指路。

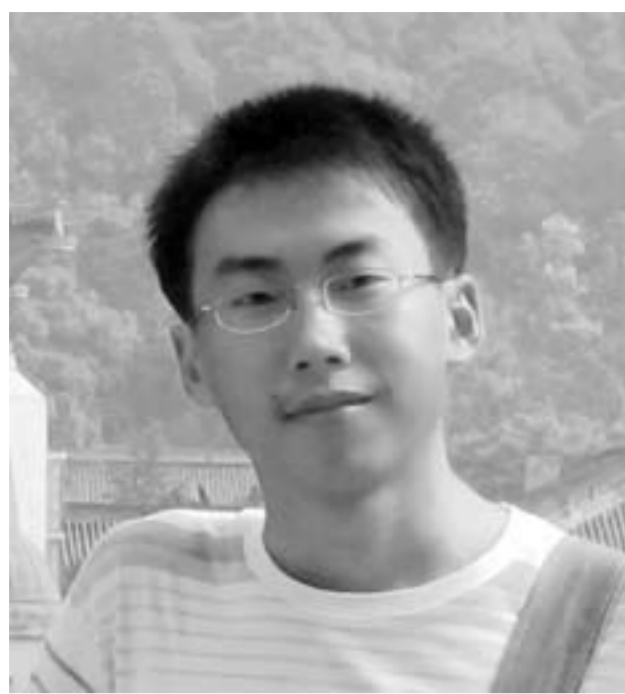
Finding of the Jury:

By stepping away from the thriving world of digital technology, which we tend to use to solve almost every problem relating to communication, this concept opens up new possibilities for creating temporary notes and signs. Although the chemical that is to be used here has yet to be developed, we consider this concept to be a good attempt to envisage the future.

评委意见:

我们正在日益依赖数字技术去解决任何有关沟通的问题，而这个概念则跳出了数字技术的光环，从另一个角度探究了记录和指示的行为。尽管其中所使用的化学物质还有待开发，我们接受了这个概念所展示的未来景象。





Hai-Ling Zhong 钟海灵

1988 Born in Guangdong, China 出生于广东
since 2006 Studies Industrial Design, Huazhong University of Science and Technology, China
武汉华中科技大学, 工业设计系

BraunPrize China 2009 Markerfool – A Foolproof Marker Pen

‘Markerfool’ is not only a new drawing tool, but is also a new concept that offers solutions to a number of problems. It is designed for people who use marker pens frequently, for example students and designers.

Based on the CMYK model, you can mix the color you want, making it perfect for people who constantly have a range of different pens on their desk. It is also an eco-friendly product that encourages us to care more for our environment.

博朗工业设计大赛中国赛区2009 Markerfool – A Foolproof Marker Pen

“Markerfool”不仅仅是一个绘图工具，它还是一种新的概念，能解决在绘图中遇到的多种问题。它是为经常用到马克笔的学生及设计师而设计的。利用CMYK模式混合出你想要的颜色，使用者不必因桌面上横七竖八的笔而感到烦躁。最后，也是最重要的一点，相对于普通马克笔，它还是一款绿色环保产品。在减少垃圾排放的同时提醒人们更多地关注我们赖以生存的环境。

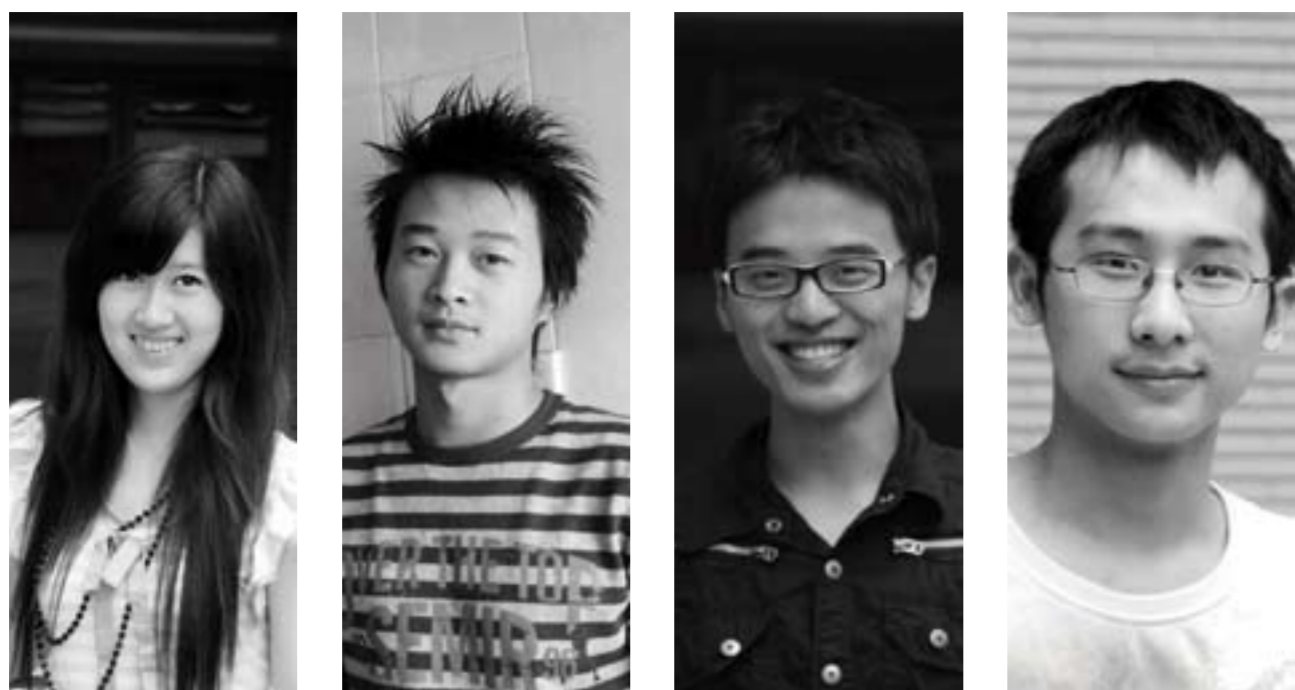
Finding of the Jury:

‘Markerfool’ attempts to miniaturize the inkjet printers in use today to create a new-generation painting tool. Not only does it appear to represent a great improvement for professional artists, but we can imagine that amateur users will also benefit from its simplified interface. If we may, we’d like to suggest renaming it ‘MarkerSmart’.

评委意见:

Markerfool尝试把我们熟知的喷墨打印机缩小成新一代的绘画工具。不但它看起来可以成为职业艺术家的良好工具，我们还能想像到业余爱好者从它简洁的操作方式中受惠。如果作者允许的话，我们提议将这个作品命名为“Markersmart”。





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就读于武汉华中科技大学

BraunPrize China 2009

E-compass

This design is primarily for measuring the horizontal angle and height of objects suspended indoors. 'E-compass' incorporates an uneven weight. Turn on it when it prolepses, and the mini sonar device can calculate the vertical distance between the object and ground, while the tiny infrared transmitter will be level. By adjusting the dial, we can change the angle of the visible ray of light, and the relevant data will be displayed. Regardless of the angle at which you place 'E-compass' on the wall, the data will be facing the user at all times, because the display changes its position according to the gravitational pull.

There are special suckers on the bottom of 'E-compass' which fix the instrument to the measuring point. The advantage offered by 'E-compass' is its ability to measure the height and the angle simultaneously.

Finding of the Jury:

'E-compass' is an innovative device for people struggling to measure dimensions at home or at work. The interface design indicates clear identification and detailed observation of a real need. Given the fast pace of development of sensor technology, we expect that devices of this kind will become ever more popular.

博朗工业设计大赛中国赛区2009

E-compass

该设计主要是用来测量高度和水平角度的室内仪器。

该电子罗盘内部有一重锤系统，重锤的底部有个小型声纳系统，通过声音的发出及接受，便可测出该物体居底面的垂直高度。另外，迷你红外发射器是垂直于重锤的，因此保证了红外发射器所发出的光处于水平位置。通过调整罗盘表面的旋钮工具，我们可以改变红外线的角度，并在显示器上显示相关的数据。因为已经采用重力识别系统，无论你以任何角度将此电子罗盘贴附于墙体，其显示器上的数据始终成正立模式面对读者。

该电子罗盘底部有特殊吸盘结构，可轻松方便的吸附于墙体。另外此仪器周边360°开合状态，以保证光波及声波的传出。

此电子罗盘的优点在于只需一人即可测量出所要悬挂物体的高度及角度。并且在测量过程中不会损坏墙体。

评委意见:

E-compass是为那些在工作场所或家中为测量而烦恼的人所设计的。它的界面设计显示出设计小组对实际需求的细致分析。以现在探测元件研发和生产的迅猛增长来看，我们可以期待这类产品将很快开始普及。





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2009 Graduate School of Design, National Taiwan University of Science and Technology (NTUST), Taipei
国立台湾科技大学设计研究所毕业
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2004 Lite-On Technology Corporation 任职于光宝科技
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BraunPrize China 2009 Medical Mgt. System for the Elderly

The 'Medical Management System for the Elderly' can help elderly people to care for themselves and establish effective interaction with doctors. It also helps them to take their medicine regularly, and reduces the burden placed on their families. It helps to boost their confidence and keep them in good health. The system focuses on the need of elderly people for interaction, health care, and family.

The concepts behind the design are: aiding memory, ensuring safe use of medicines, obtaining the best curative effect, and promoting self-care, in order to foster confidence in elderly people and maintain their health.

Finding of the Jury:

It is not possible to boost people's confidence by simply lavishing help on them – this is the insight that we most appreciated with this concept. Enabling elderly people to take care of themselves in a particular area is a great approach for bringing out their confidence. In an age where more and more medical solutions are being developed to help people combat old age, this concept for managing pills comes at just the right time.

博朗工业设计大赛中国赛区2009 长者药物管理系统

银发族要的不是无微不至的照护，而是家人和旁人的尊重与自信心的建立。本系统设计目的是协助银发族做到自我照护，与医师建立良好互动并配合定时服药，从自我照护到减轻家人负担，进而建立银发族自信心与健康的维持。本系统即是从交互、保健、家庭三个面向探讨银发族需求，进而针对他们真正的需求提出协助记忆、安全服药、最佳疗效、自我照护四项产品特色，借此协助银发族达到自信与健康的目的。

评委意见：

单纯来自他人的协助并不能带来自信心，这是在此概念中我们最为欣赏的观点。令长者可以在某方面照顾自己似乎提供了一个很好的自信心来源。考虑到现在有越来越多药物方案帮助长者对抗衰老和疾病，这个概念提出的药物管理方式非常适应需求。



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2004 BA, Industrial Design, Guangzhou Academy of Fine Arts, China
本科毕业于广州美术学院工业设计系
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BraunPrize China 2009

Litter Accessories

The earthquake of 2008 in Wenchuan, China, resulted in huge numbers of casualties. Immediately afterwards it was necessary to transport large numbers of injured people to places where they could be treated. People generally carried the injured in their arms, on their backs, or with the help of planks from doors.

In this situation, low-tech, low-cost rescue equipment seemed to be of more help than high-tech products. Effort- and labor-saving litters and other products that can be produced from materials at hand (e.g. door board and bamboo) and that meet the relevant medical requirements are needed for transporting old and weak people.

‘Litter Accessories’ are handles with which a plank from a door can be quickly transformed into a litter to make it easy to carry. In this way, four people are sufficient to carry a plank instead of the usual five to ten people.

博朗工业设计大赛中国赛区2009

担架配件

2008年5月12日发生在中国汶川的大地震夺去了许多人的生命，在发生这样的大面积灾害，大量伤员需要快速运送的情况下，用门板当担架成为普遍现象，此时，设计低技术的，低成本的好用的救援装备比高科技产品更有必要。比如可供就地取材（门板或竹子），快速装配出符合医学要求，省人省力的担架或运送老弱灾民的产品和配件系统。

担架配件可把门板迅速装配成担架的手柄。

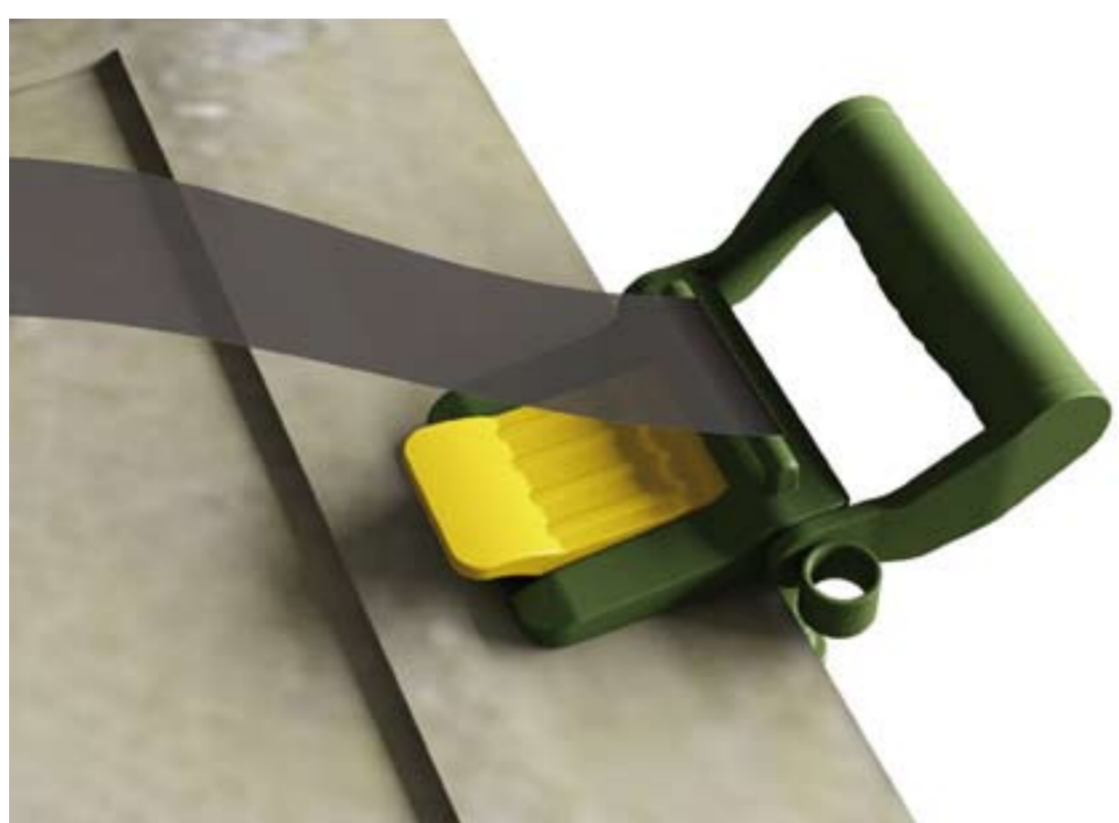
一块门板经常需要5、6个人甚至十多个人才能抬，但仍然不能方便地运送伤员。设计这样的手柄，就可以快速地装配到门板上面去，方便手握，四个人足以抬起一个伤员。

Finding of the Jury:

This attempt to solve a problem experienced in post-disaster rescue situations again shows a great deal of awareness of the circumstances. The concept of ‘Litter Accessories’ represents an excellent ergonomic improvement. Through the good use that it makes of waste material available on-site, it has strong potential to be widely deployed.

评委意见:

这也是一个带着清醒意识的救灾方面概念。产品带来的人机工程学提升相信可以帮助提高救援效率。只要运用现场存在的物料就可以搭建担架，令这个产品适合于广泛应用。





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- 2004 - 2007** BA (Hons) in Industrial Design,
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- 2006** Summer semester,
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- since 2008** MA candidate in Design Management,
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BraunPrize China 2009 Breeze radio – Wind Bell

‘Breeze radio’ combines a wind-based acoustic coupler function with a radio to ‘remind people of the beauty of sound’. Gadgets with a visual interface (screen) are so popular today that people are gradually forgetting the charm of the ‘sound-only era’, so ‘Breeze radio’ has been designed to remind people of the beauty of sound, using radio as a medium.

‘Breeze radio’ naturally alters the way in which sound is emitted from a radio without the user consciously realizing that this is happening. When its sensor is turned on and detects air flow, the ‘Breeze radio’ is activated, and starts to alter the volume and the mood of the sound produced depending on the wind direction and intensity.

The user has the impression that the sound being played is being carried along by the wind, which is a comforting, natural experience.

博朗工业设计大赛中国赛区2009 微风收音机

微风收音机是一个整合了风力音频耦合器将风力的收音机，籍此向人们提醒自然声响之美。

现今市面上所售的高科技产品大多带有各种屏幕，人们开始忘记只能听得见声音的时代。所以微风收音机也希望提醒人们通过收音机可以得到的美好体验。

微风收音机会自动调整播放音量的大小，根据探测器所收得风力的速度和方向，令播放音量产生犹如心情一般的变化。

通过微风收音机，用户将会感受到“广播随风而至”，一种舒适、自然的体验。

Finding of the Jury:

‘Breeze radio’ is a new way of interacting with nature. Random sound from nature has always been a great inspiration for humans in the past, but this experience is fading away into the noisiness of civilization. ‘Breeze radio’ brings back that friendly sound through the use of commonly-available technology.

评委意见:

微风收音机在人类与自然界互动的方式上作出了设想。大自然中带来的随机声响为人类提供过无数伟大的启发，但随着现代文明的扩张这些声音正越发远离我们。微风收音机尝试通过充满寓意的造型，运用现今技术带回自然的声音。





Jia-Wei Gu 顾嘉唯

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BraunPrize China 2009 iTILTA – Powerbase Wheelchair

‘iTILTA’ is a unique design for a powered wheelchair. Designed for independently-minded, adaptable users, it’s fully adjustable, ultra-lightweight, and engineered for modern urban life.

Its flexible structure and pressure transmission tappet allow the user to maintain their ideal posture. With ‘iTILTA’, ease of ingress and egress are assured, and the seat height is adjustable to allow alignment with adjoining surfaces.

‘iTILTA’ is easy to get in and out of, provides easy access to high-up objects, promotes communication between users, and revolutionizes the esthetics of medical engineering to create a friendlier, more sociable user interface.

Finding of the Jury:

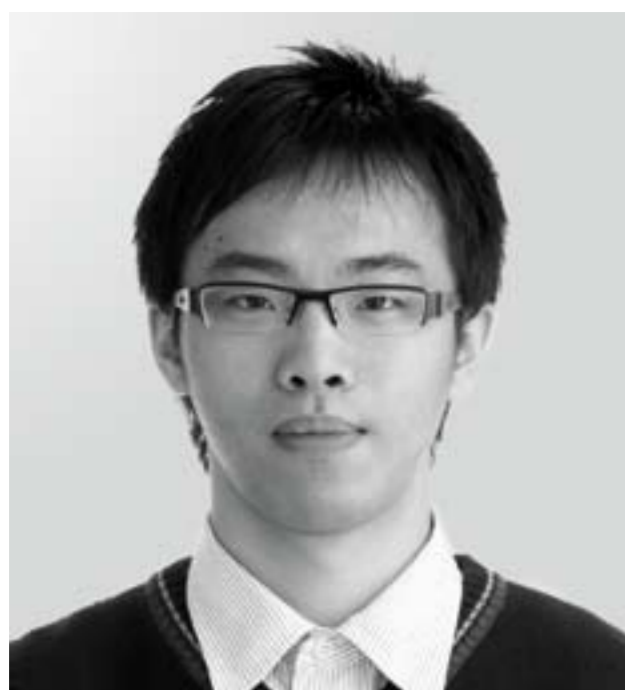
Being stuck in a sitting position all day long is surely not enjoyable. Furthermore, disabled people forced to live a sedentary life are barred from many of life’s possibilities. Their low sitting position also creates physiological disadvantages. In ‘iTILTA’, a good attempt has been made to improve the life experience of wheelchair users.

博朗工业设计大赛中国赛区2009 iTILTA – Powerbase Wheelchair

iTILTA是一台特殊结构设计的电动轮椅，满足独立轮椅使用者，可以充分调节满足使用者各种行为体态所需，轻量化架构和可折叠机构满足现代化城市生活要求。基于弹簧机构和气压杆机构的组合成的iTILTA系统，可以提供使用者想要的各种身体姿态，座椅高度及倾角，满足日常生活所需。iTILTA的三个最主要的解决问题是：抬高使用者视线及够取高处物品/帮助使用者便捷安全地上下轮椅/增进使用者与其他人的平等交流。总之，iTILTA提供轮椅使用者一种姿态就是一切的使用体验，同时赋予医用机械产品友好的实用主义美学。

评委意见：

终日被限制在座位上肯定不是令人愉快的感受，同时也为生活的各方面带来许多障碍，另外较低的姿态更带来人际交往时心理上的弱势。iTILTA是为了提升轮椅使用者生活体验的一个优秀尝试。



Ming-Yu Tseng 曾铭宇

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2009 College for Creative Studies, USA,
Product Design (scholarship program)
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BraunPrize China 2009 Concept Coffee Maker

Kitchen appliances generally focus on helping people to prepare food more quickly and conveniently. But in addition, the flavor of the food spreads outwards from the machine and stimulates our sense of smell.

The main concept in this 'Concept Coffee Maker' design is to use the appliance's solid shape to express in an abstract way the feeling generated by the heat. The steam image is transformed from two dimensions into three.

Thus, not only will people's sense of smell and taste be satisfied, but their esthetic sense will also be addressed in a joyful way, and so their experience of using the household appliance will be transformed.

博朗工业设计大赛中国赛区2009 概念咖啡机

传统料理家电一般主要提供人们方便且快速的准备食物，香味四溢的氛围更是振奋人们的嗅觉感官。本设计概念主要藉由造型的语意表达出气味飘散的视觉意象。将人们对于气味的认知，从平面转换成立体，从抽象变成具像，让准备美味的家电不仅能满足使用者之嗅觉和味觉，更能加强视觉上的享受，提供另一种使用家电的感官新体验。

Finding of the Jury:

Although this 'Concept Coffee Maker' does not display great technological vision or strive to solve a problem in a clever way, it is a well-executed, simple design with an ingenious, interactive form, and thus we believe that it is innovative as a new experience for users.

评委意见:

这个概念也许没有技术上的超前性，也没有试图解决具体的问题。但它是一个完整、简洁的设计，在造型和交互界面上也非常精彩，我们相信它能为用户带来创新的体验。

