

2015 家电CMF趋势

中国家用电器研究院CMFLAB



环境，社会意识形态，生活方式 ...

趋势: 多数人喜欢和跟随的方向。(保守的, 无意识的, 延用的, 安心的, 共通的)

主流

潮流: 前卫的人喜欢和尝试的方向。(引导性的, 热别的, 不同感觉的, 异样的)

引导

2007

LG推出盛唐纹冰箱
红色及花卉设计风靡



2009

小部分品牌
出现



2010

大部分国内品牌
出现



2012

开始下市
数量减少



2014

极少数款式
采用写实花卉设计
少量款式
拥有红色冰箱



Double-shot Molding

2007

三星的双色注塑电视
开启电视新纪元



2010

海信第一个引进生产线
中国电视销量第一



NOW

随着技术的进步,电视窄边框
双色注塑技术退出





原点
ORIGIN



倒带
RECALL



平衡
BANLANCE



索求
EXPLORATION

原点

ORIGIN

去繁就简

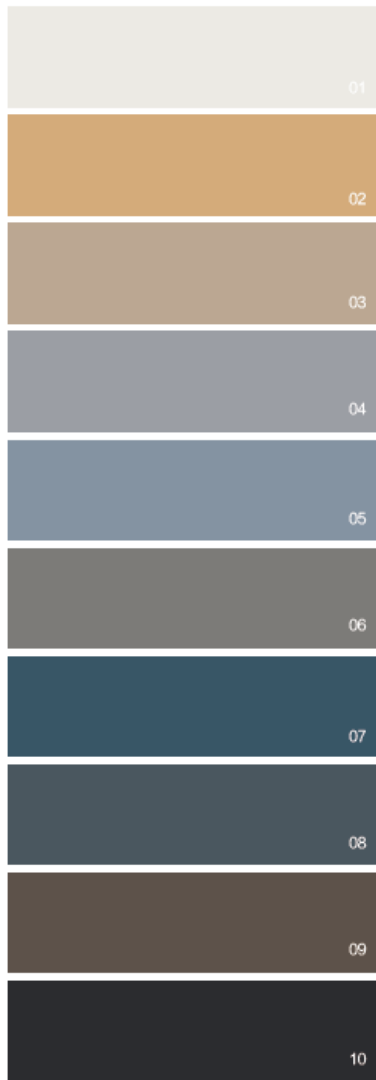
Take the essence from the intricate representations

强调对自我内心关注的重要性，从
絮乱、错综复杂的事物表象中筛选
出关键本质。

Emphasizes the importance of caring about our
inner voice, Screen out the critical nature from
the intricate representations.

Keywords:

中性 Neutral
低调 Low-key
纯粹 Purity



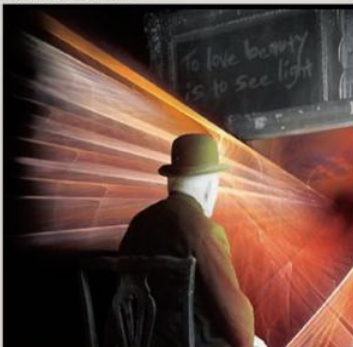


JASON SILVA

Jason Silva: Born in February 1982, Jason Silva is a Venezuelan-American filmmaker and philosopher. His works convey a philosophical concept, penetrate into the deep human thinking and disclose the complex self-perception. Self-consciousness is a sign of human experience, Jason Silva explains in *The Mirroring Mind*. He says that when we are fully aware of ourselves and the surrounding environment, a new sense of reality will appear; and the decomposition and reorganization based on the reality can bring a more satisfactory state.

杰森席尔瓦，出生于1982年2月，是美国委内瑞拉的一名制片人 and 哲学家。他的作品传达哲学理念，潜入人类思维深处，揭露复杂的自我感知。

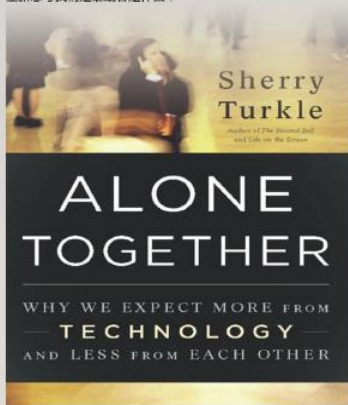
杰森席尔瓦在《The Mirroring Mind》中解释，自我意识是人类体验的标志。他指出，一旦我们完全了解自己和周围所生存的环境，一种全新的现实意识将出现，基于现实再次分解重组，能带来更加令人满意的状态。



SHERRY TURKLE

People have increasingly higher expectations upon technologies rather than each other. It seems that electronic products and online roles are redefining people's ways of communication and exchange. With a keen "smell" on such a change, Sherry Turkle devotes himself to the study of this change and raised following profound questions: What kind of communication way do we really need? Her works *Alone Together* encourages us to rethink who we are in the current digital age.

人们对技术的期待越来越多，同时，对彼此的期待却越来越少了，电子产品和网络角色似乎正重新定义着人们的沟通和交流方式，Sherry Turkle 对这一变化具有敏锐的“嗅觉”，致力于研究这种现象，并引发这样的深刻思考：我们究竟需要怎样的沟通方式？她的作品《Alone Together》鼓励我们在数字时代大背景下，重新思考我们是谁或者是什么？



THAKOON PANICHGUL

Thakoon Panichgul: Thakoon is created by Thakoon Panichgul, an American Thai. Born in Thailand and growing up in Omaha, Nebraska, USA, Thakoon Panichgul graduated from Parsons School of Design in New York and ever worked as a fashion editor for Harper's Bazaar.

Thakoon Addition is a second-tier brand of Thakoon. It mainly targets at the youth, highlighting the vitality of young girls. From the self-personality to the inner essence, Thakoon Addition accurately captures the current tone - restore the original property and advocate simplicity, sensitivity and elegance.

Thakoon 由美籍泰裔的塔库恩 - 帕尼克歌尔创建。他在泰国出生，在美国内布拉斯加州奥马哈市长大，毕业于纽约帕森斯设计学院。塔库恩 - 帕尼克歌尔曾做过《Harper's Bazaar》的时装编辑。

Thakoon Addition 是 Thakoon 的二线品牌，它以青春作为主体，彰显年轻女孩的活力。从自我个性到内在精髓，Thakoon Addition 准确地捕捉到当前基调——回归本原，崇尚简洁、敏感且典雅。



倒带 RECALL

追溯过去

Recall the past

敲开记忆之门审视过去与现在交融的故事，汲取经验，以遇见更美好的未来。

examine the stories about the blending of past and present and learn from the experience to embrace a better future.

Keywords:

神秘 Mystery
优雅 Elegant
热情 Enthusiastic





MARTIN PARR

Martin Parr grew up in England. He learns the basic knowledge of photography from his grandfather and has a passion to insist on his interests under the influence of his father (a bird-watching enthusiast).

Daily Chores, one of Martin Parr's photography works, interprets the family as the combination power. Mother and daughter in the photo represent the passage of time and imply the inherent connection among generations.

Martin Parr 在英格兰长大，爷爷教会了他最基本的摄影知识，而他父亲（一位热情充沛的观鸟爱好者）则把那种执着地追求自己爱好的激情带到帕尔身上。

Martin Parr 拍摄的作品之一——Daily Chores 将家庭诠释为结合的力量。照片中的母亲和女儿代表着时间的流逝，并暗示了传递于各世代的固有连接。



AMY RADCLIFFE

With all kinds of media platforms like Facebook, Instagram and Twitter, human memory can be recorded easily today. Compared with the visual sense, the smell sense is a better memory carrier. Scentography designed by Amy Radcliffe is a "small camera" which can help you to record the smell of green grass on the pitch after rain or the shampoo fragrance coming from your lover. Scentography doesn't generate films but smell cans in the end.

Facebook、Instagram、Twitter 等各种媒体平台的出现，使人类的记忆从来没有像今天这样被轻易记录，而相对视觉而言，嗅觉才是更完美的记忆载体。设计师 Amy Radcliffe 打造的 Scentography 是一台“气味照相机”，能帮你记录下雨后球场上的青草香或者爱人身上洗发水的味道。Scentography 最后生成的不是胶片，而是一个个气味罐子。



NICHOLAS KING

With a studio headquartered in London, Nicholas King has designed much unique jewelry. Each piece of jewelry is completed by hand. As a green hand in the jewelry field, Nicholas King looks for inspiration and creative materials in markets around the world and then endows them with new meanings. He initiated the famous creative application of resin by artfully blending resin materials into the jewelry design.

Nicholas King 的工作室总部设在伦敦，他创造了独特的手工制作的珠宝设计，每件珠宝都是手工制作完成。作为珠宝领域的新手，他在世界各地市场寻找灵感和具创造力的材料，并为其赋予新生。著名的树脂创造性的使用正是由他发起，他将树脂材料巧妙的融入首饰设计中。



平衡

BANLANCE

时空转换

Space-time transformation

注重大自然以及其所带来的福祉，引导人们与自然世界沟通，从中寻找原始本能的灵感元素，将其融入生活和艺术创作中。

Emphasis on the nature and the blessing of the nature, the themes of this season are to guide the people to communicate with the natural world, find primitive inspiration elements from the nature, and integrate such elements into the life and artistic creation

Keywords:

柔和 Soft
生动 Vivid
阳光 Sunshine





WAYNE HIGBY

Wayne Higby obtained the Bachelor's degree of B.F.A. Painting and Art Education from the University of Colorado in 1966 and the Master's degree of Fine Art from the University of Michigan in 1968. Since the early 1970s, he has been dedicated to the design of oval bowls and capping boxes. On account of the childhood experiences, he applies western landscape images to most of his works. He has got a lot of praise from the international community for his unique perspective on the American landscape.

韦恩·黑格比 1966年在科罗拉多大学获得 B.F.A. 绘画和艺术教育学位,并于 1968年在密歇根大学获得艺术硕士学位。自 20 世纪 70 年代初以来他的工作一直致力于为两种形式:椭圆碗和盖盒系列。基于其童年的经历,他的大多数作品表面都覆盖着西部景观的图像。他对美国风景的独特视角和他的作品表现使他得到了国际上的不少赞誉。



MATTHEW LIGHTNER

Matthew Lightner: Matthew Lightner is the founder and a cook of Atera NYC Restaurant. This restaurant only contains 18 seats and offers 22 dishes. However, its dishes make it different. Matthew Lightner creates different poetical menus for different seasons. The dishes are endowed separately with weird, romantic or vibrant soul. All inspirations come from the gift of nature, allowing the consumers to feel grateful when enjoying the delicacies.

Matthew Lightner 是 Atera NYC 餐厅的创始人及烹饪师之一。这家餐厅仅设有 18 个座位及 22 道菜供选择品尝,而与众不同就在菜品的供应上,他会针对不同季节作出富有诗意的菜谱,这些菜谱被分别赋予怪异、浪漫、活力等灵魂,所有的灵感来源于大自然的馈赠,让消费者在享受美味佳肴时也心存感激之心。



SATU MAARANEN

Graduating from the School of Art in the Aalto University with a major in Design and Architecture in 2012, Satu Maaranen works as a freelance designer in Helsinki now. Inspired by the Finnish lakes, she adds the natural elements into the haute couture by attaching saw-dust, sand and other raw materials to the organic modeling. Her works are reported on many major fashion magazines and displayed in a lot of major exhibitions, winning great attention from the fashion world.

Satu Maaranen 2012 年毕业于阿尔托大学艺术学院设计与建筑专业。现在在赫尔辛基工作,是一名自由设计师。她以芬兰的湖泊为灵感,为高级女式时装注入大自然元素,将锯屑和沙等原材料依附在有机造型上。她的作品被争相报道在各大时尚刊物上和陈列在不少大型展览中,并获得时尚界高度关注。



索求

EXPLORATION

随心而行

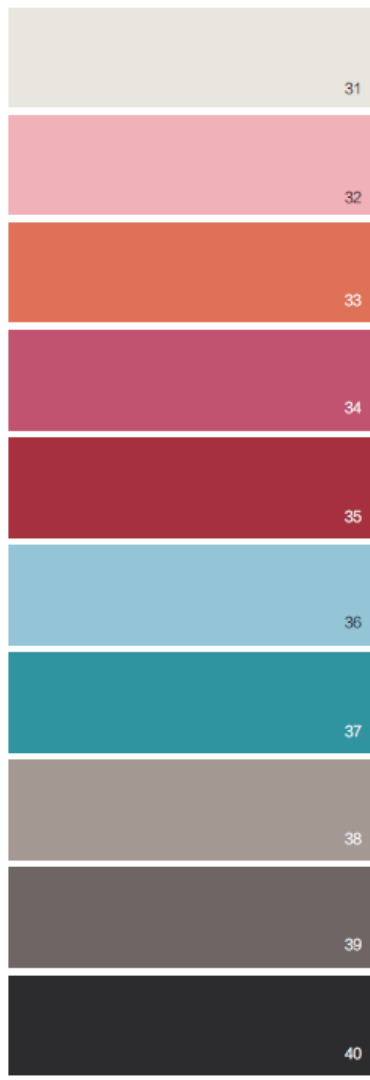
Do what you want to do

将忧郁抛开，跟随幸福，享受快乐，
释放自己。

Put melancholy away, follow happiness,
enjoy fun, and free ourselves.

Keywords:

明亮 Bright
活力 Vitality
清新 Fresh





ERIC ZENER

Eric Zener, an American artist, has a studio headquartered in California. He has a special preference for characters and water, which often appear in his ultra-realistic works. When appreciating his underwater paintings, you will immediately have some feelings. Your body seems to be immersed in clear water, and you suddenly feel very calm. With his paintings, he shares with us "the quest for refuge and peace beneath the chaos of life." He said: "My work is about psychological turning points and transformations, and risk, taking that proverbial leap of faith, balanced with that quest for finding refuge, finding quietness and stillness and escapism."

美国艺术家埃里克齐纳的工作室总部设在加利福尼亚。他对人物和水有着特殊的偏爱，所以这些元素经常在他的超写实作品中出现。

欣赏埃里克齐纳的水下绘画，立刻勾起你的某种感觉，就像是身体浸在清澈的水中，突然感到无比的平静。他运用超现实主义与我们分享“在避难所和生活混乱中对和平的追求理念。他说：“我的工作关注心理转折点和环境转换的情景，以公众的信仰为基调，寻找避难所，以找到平衡、静谧而逃离现实。”



MARKUS LUPFER

Markus Lupfer: Markus Lupfer graduated from the University of Westminster in London in 1997. With his fresh, unique style and ingenious ways, he redefines the daily clothing. The sweaters full of youthful spirits and sweet smiles he designs are widely sought after by the young people.

He subverts knitwear and tailoring in a humorous manner and inspires surrealist imaginations. He also uses printing, embroidery and graphic embellishment to attract his fans.

Markus Lupfer 1997年毕业于伦敦的威斯敏斯特大学。他以清新独特的风格和巧妙的方式，重新定义了日常的服装。他设计的充满青春气息和甜美微笑的毛衣获得了青少年广泛的追捧。

他运用幽默的方式颠覆针织品和服装剪裁，启发超现实的想象力。他还使用印刷、刺绣和图形点缀的装饰手法，持续吸引他的粉丝群。



JEAN NOUVEL

Jean Nouvel, one of France's famous contemporary architects, is good at using steel, glass and light to create innovative architectural images in line with the requirements of building base context. He believes that the architectural design process is the result of adaptation to the external natural, urban and social conditions. Nouvel recently designed a brand-new style of sport shoes, which is different from the previous architectural works. Similar to the theme of impulse, the shoes are casual, loose, and enduring. This also marks the French architect's march to the fashion industry.

努维尔是法国当代著名建筑师之一。他擅长用钢、玻璃以及光创造新颖的、符合建筑基地文脉要求的建筑形象。他认为建筑设计的过程更多的是适应外部自然、城市和社会条件的结果。与以往建筑作品不同，努维尔近期设计出一款全新运动鞋，鞋子休闲、耐穿、经久不衰，如何冲动手部本身。这也标志着这位法国建筑师将向时尚界进军。



THANK YOU!

