



中国设计趋势报告

CHINA DESIGN TRENDS

中国设计
趋势报告

CHINA
DESIGN
TRENDS

YANG DESIGN 设计策略研究所荣誉出品

设计策略研究所
YANG
DESIGN

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2016-2017年中国设计趋势研究，我们建立在对2014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2016-2017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。

To begin with 2016-2017 trend forecasting, it is built based on researches of the 2014 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 2016-2017. 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.

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



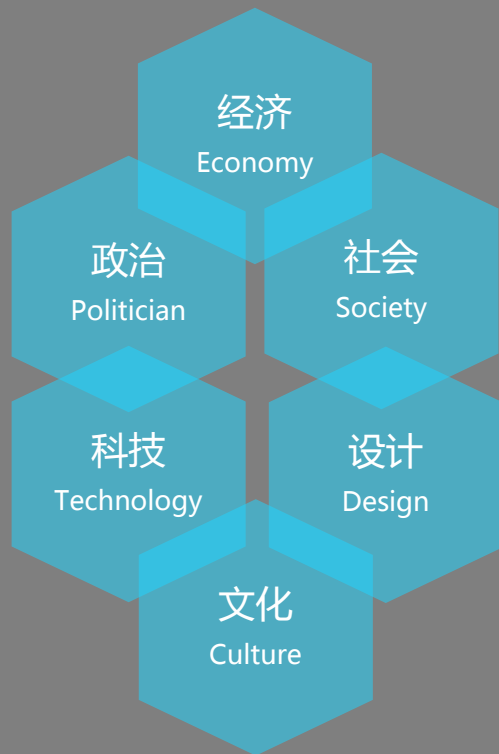
对话六大设计领域先锋人物寻求未来设计潮流

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.

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。

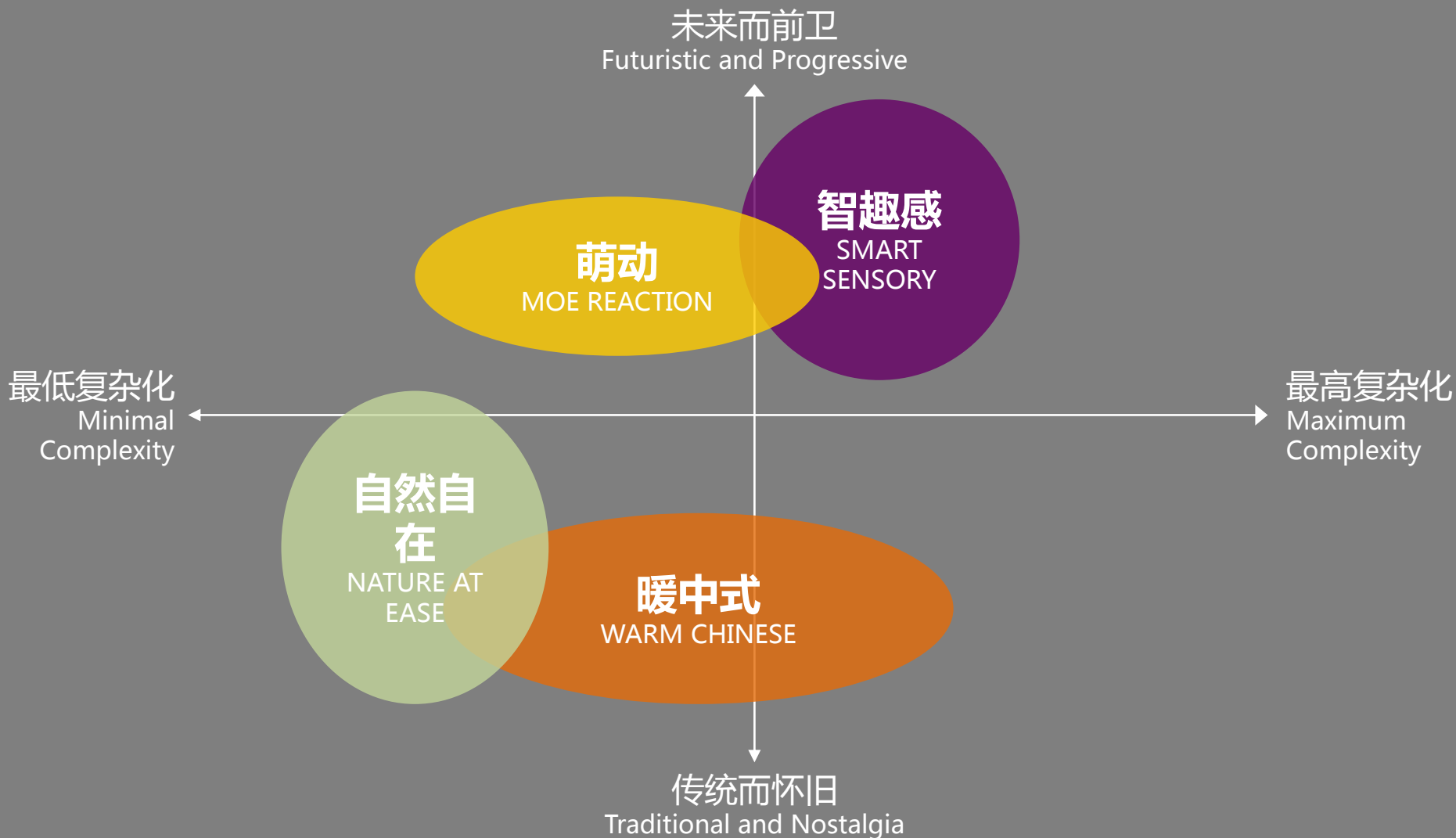
The future world has becoming virtual and real at the same time.

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.

四大趋势风格示意图

Style Matrix of the Four Macro Trends



萌动 Moe Reaction

萌本身是源于日本动漫的衍生词汇，其意义已大为延伸，并成为一种普遍的心态和心理诉求。在压力巨大的现代生活中，萌代表简单、直接、幽默而富有亲和力的形象，成为内心中的一种治愈和释放。在令人失望的社会现实与改革状态中，伴随社交网络微信的发展，萌更成为中国年轻人一种积极主动的自我表达。

Moe is a word originated from Japanese animation. Its meaning has extended into a universal mentality and psychological demands. Under the great pressure of modern life, it represents a simple and direct image with humor and easy charm, and becomes a kind of self-healing and release. In reaction to the disappointing social background of recession and reform, Moe is a popular way of active self-expression for Chinese youngsters on social media such as WeChat.

暖中式 Worm Chinese

在充满争议和不满的社会环境中，家成为了最后的心灵避风港，家庭寄托了国人对安全感、温暖和正能量的追求。在家居风格中，新中式美学从风格上趋向简约和节制，并从视觉、触觉、味觉等多种感官维度营造温暖感。这种新的中式美学将在未来两年持续发酵，并为主流设计的焦点。

Against the social backdrop with controversy and discontent, family becomes the last harbor of spirit. It contains the Chinese pursuit of sense of security, warmth and positive energy. In home furnishing style, the new Chinese aesthetics tends to adapt a simple and moderate approach, and create a sense of warmth from a variety of sensory dimension. This new Chinese aesthetics will keep evolving in the next two years, and become the focus of mainstream design.

智趣感 Smart Sensory

工业4.0战略的提出，孵化器的不断完善，以及智能硬件的飞速发展，使得全民创新高潮迭起，同时这些也使得科技的发展有了新的方向：一个是更加关注体感、情绪和神经反馈，智能面料被越来越多地应用；另一个是更加关注科技方式的简化，低能耗、无线的传输技术不断得到发展，人类正在进入一个用智能和虚拟创造全新感觉体验的时代。

With the proposal of Industry 4.0 high-tech strategy, the sparkle of incubator, the boom of intelligent hardware, together with the national fever in innovation, science and technology is developing into two directions. The first direction pays attention to our body, emotion and neuro reaction, where smart textile could be widely applied. The second direction tends to simplify the presentation of technology, where low-consumption and wireless transmission technology is developed. Human being is entering an era of creating sensory experience with intelligence and augmented reality.

自然自在 Nature At Ease

“APEC蓝”将国人对于城市环境问题的关注推向了一个至高点，一方面是自然成为城市的稀缺资源，大众开始更加关注和欣赏大自然的价值，希望借助更有效的方法达到自然与自我共生的状态；另一方面，对于环保、公益、社会影响力的思考也让在华企业不断地关注周遭的环境，不断地开发新能源和可替代材料。

Citizens' concern on urban environmental issues has reached a peak during the "APEC Blue" phenomenon. On one hand, because nature has become a rare urban resource, the public become to appreciate the value of nature increasingly, and hope to achieve coexistence between nature and our surrounding in an effective way. On the other hand, corporates in China shows growing consideration of e environmental protection, public welfare and social impact. As a result of that, new energy and alternative materials are developed constantly.

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、日产、富士通、瑞典木业、BOSE、日立、海尔、华为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，并跟踪各领域的最先进技术；提出最符合产品的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, Nissan, Fujitsu, Swedish Wood, BOSE, Hitachi, Haier and Huawei, and support the GIGA Material Challenge as long term partner. Projects are winner of iF and IDEA awards.





Xiaojing Huang, strategy director of YANG DESIGN

YANG DESIGN 策略总监 黄晓靖

www.yang-design.com @YANGDESIGN官方微博