



United Nations
Educational, Scientific and
Cultural Organization

Shanghai
City of Design

Member of the
UNESCO Creative Cities
Network since 2010



上海国际创意城市智库
Shanghai International
Creative City Think Tank



Harvard
Business
Review

哈佛商业评论

上海国际创意城市 设计创新论坛

INTERNATIONAL CREATIVE CITIES
DESIGN INNOVATION FORUM

联合国教科文组织“创意城市网络”

联合国教科文组织“创意城市网络”成立于 2004 年 10 月，致力于发挥全球创意产业对经济和社会的推动作用，促进世界各城市之间在创意产业发展、专业知识培训、知识共享和建立创意产品国际销售渠道等方面的交流合作。“创意城市网络”分为设计、文学、音乐、民间艺术、电影、媒体艺术、烹饪美食七个主题。目前已有来自 72 个国家的 180 个城市加入了该网络。

2010 年 2 月，上海成功加入全球“创意城市网络”，被联合国教科文组织授予“设计之都”称号。

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The 180 cities from 72 countries which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level. By joining the Network, cities commit to sharing their best practices and developing partnerships involving the public and private sectors as well as civil society. The Network covers seven creative fields: Crafts and Folk Arts, Media Arts, Film, Design, Gastronomy, Literature and Music.





United Nations
Educational, Scientific and
Cultural Organization

Shanghai
City of Design

Member of the
UNESCO Creative Cities
Network since 2010

设计之都 CITY OF DESIGN

城市名

万隆
北京
柏林
毕尔巴鄂
巴西利亚
布达佩斯
布宜诺斯艾利斯
开普敦
库里奇巴
底特律
迪拜
敦提
格拉茨
大吉朗市
赫尔辛基
伊斯坦布尔
考纳斯
神户
科灵
科特赖克
墨西哥城
蒙特利尔
名古屋
普埃布拉
圣埃蒂安
首尔
上海
深圳
新加坡
都灵
武汉

Bandung
Beijing
Berlin
Bilbao
Brasilia
Budapest
Buenos Aires
Cape Town
Curitiba
Detroit
Dubai
Dundee
Graz
Greater Geelong
Helsinki
Istanbul
Kaunas
Kobe
Kolding
Kortrijk
Mexico City
Montreal
Nagoya
Puebla
Saint-Etienne
Seoul
Shanghai
Shenzhen
Singapore
Turin
Wuhan

国家

印度尼西亚
中国
德国
西班牙
巴西
匈牙利
阿根廷
南非
巴西
美国
阿联酋
英国
奥地利
澳大利亚
芬兰
土耳其
立陶宛
日本
丹麦
比利时
墨西哥
加拿大
日本
墨西哥
法国
韩国
中国
中国
新加坡
意大利
中国

2017 上海国际创意城市设计创新论坛

INTERNATIONAL CREATIVE CITIES DESIGN INNOVATION FORUM

创新设计：城市更新的生命力

CREATIVITY: THE VITALITY FOR URBAN REGENERATION

时间	2017 年 12 月 14 日 (周四) 13:30–16:30
Date & Time	13:30 – 16:30, December 14th 2017
地点	扬子江万丽大酒店三楼 1 号宴会厅 (延安西路 2099 号)
Venue	Renaissance Shanghai Yangtze Hotel 3F (No. 2099 West Yan'an Road)

卷首语 PREFACE

超越工业文化，容纳创意与情感，城市才拥有全新可能。空间的再造，实则是精神世界的再造，商业、历史与美学在此交融，将均质的物质空间革新为温暖、包容、充满生机的多元机体。当“城市更新”日趋成为后工业时代的发展主题，商业模式亦随之改变。置身其中！社会对于力与美的欲望，对于公平与分享的梦想，正起锚扬帆，绘成明日变革的伟大图景。

The city will have possibility be renewed when it goes beyond the industrial culture and comprehends the creativity and emotion. The regeneration of space is actually reconstruction of spiritual world, bringing the business, history and aesthetics together, transforming the physical space into a warm, inclusive and full-fledged multiple organism. As “Urban Regeneration” has increasingly become significant issue for development in the post-industrial era, business models are facing challenges and innovation. Be involved in it! It's the time period that the dreams of aspirations for energy and beauty, fairness and sharing are coming true.

指导单位

Supervisors

中华人民共和国工业和信息化部产业政策司

Industrial Policy Department of Ministry of Industry and Information

Technology of the People's Republic of China

中国联合国教科文组织全国委员会

China National Commission for UNESCO

上海市文化创意产业推进领导小组办公室

Shanghai Cultural & Creative Industry Leading Group Office

中共上海市委宣传部

Publicity Department of CPC Shanghai Municipal Committee

上海市经济和信息化委员会

Shanghai Municipal Commission of Economy and Informatization

主办单位

Organizers

联合国教科文组织“创意城市”(上海)推进工作办公室

UNESCO "Creative City" (Shanghai) Promotion Office

《哈佛商业评论》中文版

<Harvard Business Review>China

联合主办

Joint Organizers

长宁区人民政府

Shanghai Chang Ning District Government

同济大学

Tongji University

承办单位

Co-Organizer

上海东方创意城市产业经济促进中心

Shanghai Oriental Creative City Industrial Economy Promotion Center

同济大学设计创意学院

College of Design and Innovation, Tongji University

上海交通大学媒体与设计学院

School of Media & Design, Shanghai Jiao Tong University

论坛议程

13:00–13:30	嘉宾、媒体签到	
13:30–14:00	开幕致辞	
14:00–15:30	主题演讲	主持人：钮键军
14:00–14:15	演讲主题：商业文明视角的全球城市与文化创意产业 演讲嘉宾：秦朔 中国商业文明研究中心联席主任，秦朔朋友圈发起人	
14:15–14:30	演讲主题：视觉意境提升城市的魅力——法国巴黎的优雅 演讲嘉宾：Arnault Garcia 法国国家设计师联盟主席	
14:30–14:45	演讲主题：创意构想力促城市的悦动——美国纽约的活力 演讲嘉宾：Laetitia Wolff 美国国家专业设计协会（AIGA）设计创新总监	
14:45–15:00	演讲主题：创新设计塑造城市的想象——荷兰建筑的魔力 演讲嘉宾：Joost Van den Hoek 荷兰 Nita 集团城市规划与设计总监	
15:00–15:15	演讲主题：创意点亮美好生活——时尚长宁的魅力 演讲嘉宾：杨东升 上海市长宁区商务委员会主任	
15:15–15:30	演讲主题：延续城市历史文脉，重筑多元共享共生——哥伦比亚公园更新案例 演讲嘉宾：付志强 万科集团总规划师	
15:30–16:30	圆桌对话	主持人：钮键军
<div><div><div>Susan Jenkyn Jones</div><div>康泰纳仕集团时尚设计培训学院主任</div><div>刘波英</div><div>联合国教科文组织“创意城市”（上海）推进办秘书长</div><div>宋晓光</div><div>上海市长宁区规划和土地管理局副局长</div><div>Christopher Chan</div><div>美国建筑师协会中国分会主席（AIA）</div><div>吴建伟</div><div>同济大学城市经济学教授，博导</div></div><div><div>娄永琪</div><div>同济大学设计创意学院院长</div><div>郁敏珺</div><div>锦和商业经营管理股份公司董事长</div><div>支文军</div><div>《时代建筑》总编，同济大学建筑学院教授，博导</div><div>陈展辉</div><div>著名策展人，建筑之外文化传播公司创始人</div><div>萧爱彬</div><div>中国最具影响力的室内设计师，“萧氏设计”和“境物 Kingwood”创始人</div></div></div>		

AGENDA

13:00–13:30	GUESTS AND MEDIA REGISTRATION	
13:30–14:00	OPENING SPEECHES	
14:00–15:30	KEYNOTE SPEECHES	Chair: Jianjun Niu
14:00–14:15	Topic: Global Cities and Creative Industry from the Perspective of Business Civilization Speaker: Mr. Qin Shuo Founder of Commercial Civilization Research Center of China & Chin@Moments	
14:15–14:30	Topic: Visual Arts Enrich Charm of the City -- The Case of Paris Regeneration Speaker: Mr. Arnault Garcia President of AFD	
14:30–14:45	Topic: Creative Design Initiatives Inspire the Vitality of the City -- The New York Practice Speaker: Ms. Laetitia Wolff Director of Strategic Initiatives at AIGA	
14:45–15:00	Topic: Creative Design Redefine the Urban Space -- The Magic of Dutch Architectures Speaker: Mr. Joost Van den Hoek Director of Urban Planning and Design at Nita Group	
15:00–15:15	Topic: Creativities Shape the Better Life -- The Efforts for Fashionable Chang Ning Speaker: Mr. Yang Dongsheng Director of Shanghai Chang Ning District Commission of Commerce	
15:15–15:30	Topic: An Interpretation of Urban Memory and Vitality -- A Case Study of Columbia Park Renewal Speaker: Mr. Fu Zhiqiang Chief Planner of China Vanke Co., Ltd.	
15:30–16:30	ROUNDTABLE DISCUSSION	Chair: Jianjun Niu
<div> <p>Ms. Susan Jenkyn Jones Director of Fashion Excellence — Condé Nast Center, Shanghai</p> <p>Mr. Liu Boying Secretary General of UNESCO “Creative City” (Shanghai) Promotion Office</p> <p>Mr. Song Xiaoguang Deputy Director of Shanghai Chang Ning Planning and Land Administration</p> <p>Mr. Christopher Chan President of American Institute of Architects Shanghai</p> <p>Mr. Wu Jianwei Professor of Urban Economics at Tongji University, Doctoral Supervisor</p> </div> <div> <p>Mr. Lou Yongqi Professor and Dean of the College of Design and Innovation, Tongji University</p> <p>Ms. Yu Minjun President of Shanghai Jinhe Business Management Holdings Co., Ltd.</p> <p>Mr. Zhi Wenjun Chief Editor of <Time + Architecture>, Professor of CAUP at Tongji University</p> <p>Mr. Chen Zhanhui Chinese Reputed Curator for Creative Design, Sponsor of Beyond Architecture</p> <p>Mr. Xiao Aibin Xiao Design Director/Chief Designer, “KING WOOD” Director/Chief Designer</p> </div>		



秦朔 Shuo Qin

中国商业文明研究中心，
秦朔朋友圈发起人
Founder of Commercial Civilization
Research Center of China & Chin@
Moments

复旦大学新闻系学士，美国加州州立大学公共管理硕士，中山大学企业管理博士。1997 年起担任总编辑，领导《南风窗》成为中国影响最大的政经杂志。2004 年 11 月《第一财经日报》创刊后任总编辑。2009 年底任第一财经传媒有限公司总经理。他也是国内最早提出“告别 GDP 崇拜”和“探求国民幸福总值”的代表之一。2015 年 8 月，创立中国商业文明研究中心和新媒体“秦朔朋友圈”，聚焦于经济、金融和商业领域的专业服务品牌，关注重点为全球和中国财经商业热点，企业家精神，创新与发明创造，商业文明探索等。

B.A. in Fudan University, MPA in California State University (Northridge), Ph.D in Sun Yat-Sen University. He was named Chief Editor in 1997 and then led the magazine Nanfengchuang to become a leading provider of political and economic news. In November 2004, he helped to start China Business News, where he has served as Chief Editor since then. He was named General manager of China Business Network in 2009. Mr. Qin is one of the first in China to raise the issue of stopping GDP worship and seeking for total value of national welfare. In August 2015, he launched Commercial Civilization Research Center of China and a new media "Chin@ Moments", covering news on economics, finance and business, and focusing on hot topics in global and China financial markets, entrepreneurship, innovation & invention and commercial civilization.



蓝雅诺 Arnault Garcia

法国设计师联盟主席
President of the AFD
(French Alliance of Designers)

Arnault Garcia 出生于巴黎，获得巴黎 ESAG 的图形设计硕士学位。Arnault Garcia 专业从事多媒体（印刷和数字用户界面设计），从 1996 年起在报刊杂志工作。他在多个领域均有工作经验，从小型办公室到大公司。目前，他在研究一种可持续设计的方法，考虑如何通过最有效的技术和创意创新实现设计中的成本优化。

2004 年，他加入法国设计师联盟（首届由 1451 名成员组成的专业法国设计组织）。为组建设计和可持续发展的智库，他与其他设计师发起了一个会议，从 2006 年到现在，会议主题都是有关于生态设计的。在他担任法国设计师联盟主席期间，致力于建立一个设计领域可持续发展的章程。

Born in Paris in 1968, Arnault Garcia got Master degree level in Graphic Design from ESAG(Paris). Arnault Garcia specialized in the multimedia (Print and digital UI design), since 1996, having worked in the press magazine. He exercises in multiple sectors of activity, from the small office to the institutional. Now he works on a new approach of sustainable design and how optimize the costs from the design by using the most suited technology and creative innovations to every project.

In 2004 he joined the French Alliance of Designers (Professional organization of the design in France with 1451 members when established). There he initiated a cycle of conferences with other designers, about ecodesign subject from 2006 till now, in order to create a think tank about design and sustainable development. He engaged in a charter about sustainable development in design while he is the president of AFD.



Laetitia Wolff

美国国家专业设计协会 (AIGA)
设计战略创新总监
Director of Strategic Initiatives
at AIGA

Laetitia Wolff 是一位设计策展人、创意策划师以及文化创意工程师，致力于搭建设计与社区之间的桥梁。她的工作主要是围绕设计，创建一些能够促成新对话、新实践和新经验的项目。目前她担任 AIGA 的战略创新总监，帮助纽约建立以社区为中心和创意性的场所项目，包括“设计 / 救济”和“身份设计行动：东纽约”。在 2010 年创立了“expoTENTial”（一个城市干预平台）并担任首席执行官至今，负责调查设计的战略，以解决紧迫的环境问题。2011–2013 年创立了非营利机构“设计纽约孵化器”，担任首席执行官。

2011 年起担任纽约视觉艺术学院“Impact! Design for Social Change”暑期项目的客座教授。Wolff 曾任 Surface and Graphis 杂志主编，著有法国平面设计大师 Massin 获奖的作品集《Massin》（Phaidon 出版社）一书以及《Real Photo-Postcards》（普林斯顿建筑出版社）。自纽约设计周成立以来，Wolff 就一直是其指导委员会成员，并组建了设计 + 城市小组委员会。

Laetitia Wolff is a design curator, creative strategist and cultural creative engineer, interested in building bridges between design and communities. Her work focuses on creating projects that generate new discourses, practices and experiences around design as a tool for change. She currently is AIGA strategic initiatives director and helped New York build community-centered and creative placemaking projects, including Design/Relief, and Identity Design Action: East New York. From 2011–2013, she headed the nonprofit startup designNYC as its first executive director following her 2010 launch of expoTENTial, an urban intervention platform that investigated design's strategies to address pressing environmental issues.

She has been a visiting professor at the SVA's Impact! Design for Social Change summer program since 2011. Formerly the editor-in-chief of Surface and Graphis magazines, Wolff is the author of the award-winning monograph on French graphic master Massin(Phaidon) and of the seminal Real Photo-Postcards (Princeton Architectural Press). Wolff sits on the NYCxDESIGN steering committee since its inception, and launched the design+city sub-committee.



Joost van den Hoek

荷兰 Nita 集团城市规划与设计总监
Director of urban planning
and design at Nita Group

Joost van den Hoek (1972) 是一个专业的城市规划师，在欧洲和亚洲有丰富的经验。他于 1998 年获得代尔夫特理工大学城市规划与建筑学双硕士学位。Joost 擅长 21 世纪城市多功能环境的规划设计，参与了许多荷兰的重大项目，如阿姆斯特丹 Zuidas, Arena Boulevard, Hart van Zuid Hengelo, 商业区 Almere 以及大量的郊区发展项目。2000 – 2007 年期间，他曾担任 Enschede 贫困区的首席设计师，使该区成为荷兰有机城市发展的地标，并于 2008 年获得欧洲规划大奖。参与写作《规划师眼中的荷兰小镇》一书（2017 年 5 月）。

Joost van den Hoek (1972) is a professional urban planner and researcher with extensive planning experience in Europe and Asia. Joost holds Master degree with distinction in Urbanism and Architecture from Delft University (1998).

Joost is specialized in design strategies for metropolitan mixed-use environments of the 21st century and was involved in many Dutch keynote projects such as the Amsterdam Zuidas, the Arena Boulevard, Hart van Zuid Hengelo, Business District Almere, and a large number of suburban developments. In the period 2000–2007 he was principal designer of disaster district Roombeek Enschede, which became a Dutch icon for organic urban growth and won the European planning award in 2008. He is one of authors of the book named "Dutch towns as seen through planners eyes"(May 2017).



付志强 Zhiqiang Fu

万科集团总规划师
Chief Planner of Vanke Group

付志强现任万科集团总规划师，上海区域本部副总经理。毕业于同济大学建筑学专业，留学东京都立大学攻读都市规划硕士，师从日本规划协会委员长。多年从事住宅及住宅区为中心的规划、设计工作，主要设计建成作品遍布中国多个城市及日本东京、神户等地。

Fu Zhiqiang is Chief Planner at Vanke Group, the largest real estate developer in China. Currently, Mr. Fu also serves as Regional Deputy General Manager of Vanke Shanghai. Mr. Fu obtained his bachelor degree in architecture from Tongji University and his master degree in urban planning from Tokyo Metropolitan University (TMU). At TMU, his mentor was the President of the Japan Society of Urban and Regional Planners(JSURP). Mr. Fu has been dedicated to the design of residential compounds and residential-anchored communities. His works can be found in many Chinese cities and Japanese cities including Tokyo and Kobe.



钮键军 Jianjun Niu

《哈佛商业评论》中文版副主编
Deputy Editor of
<Harvard Business Review> China

钮键军先生现任《哈佛商业评论》中文版副主编。他曾担任《财经时报》首席金融记者，中国金融网总编助理，以及《数字商业时代》执行主编。此外，他还曾任中国商务部研究院服务贸易专家委员会委员。钮键军先生本科毕业于对外经济贸易大学，在北京大学获得金融学硕士学位，在上海交通大学获得EMBA 学位。

Niu Jianjun is the Executive Editor of Harvard Business Review China. His past working experiences included: Chief Financial Journalist at Business Times of China, Assistant Editor-in-Chief of China Financial Network, and Executive Editor of Digital Times. He was also a member of the Service and Trade Expert Committee under the Ministry of Commerce of China. Niu Jianjun graduated from UIBE. He also holds master degree of finance from Beijing University and EMBA degree from SJTU.



敬舒尚 Susan Jenkyn Jones

康泰纳仕集团时尚设计培训学院主任
Director of Fashion Excellence
—Condé Nast Center, Shanghai

Susan 以一等成绩取得伦敦皇家艺术学院的硕士学位，曾是一位成功的时装设计师，她创立了自有品牌：No? Yes!, J-J 以及“Clones”，也为顶级品牌工作。16 年来，她在中央圣马丁学院教授针织品时装设计课程，并在高学术水平、教学创新和技术进步方面取得了良好声誉。

Susan 曾为纺织学院、英国设计委员会、欧盟信息社会技术（IST）研究项目中有关时装电商（Euratex）的内容提供咨询服务。Susan 目前担任上海康泰纳仕集团时尚设计培训学院主任，致力于发展新兴的亚洲时装设计师和企业家的品质和声誉，创造新的业务，在国内和国际市场推广现代生活方式产品。

Graduating with a first class Masters degree from the Royal College of Art, London, Susan was a successful fashion designer, freelancing for top brands and creating own-label brands: No?Yes!, J-J and ‘Clones’. For 16 years she ran the Fashion Design with Knitwear B.A. Course at Central Saint Martins; gaining a reputation for high academic standards, teaching innovations and technology advances.

Susan has consulted for the Textile Institute, the UK Design Council, EU consortium IST research projects concerning fashion e-commerce (Euratex). Currently working as Director of Fashion Excellence at Condé Nast Center, Shanghai, Susan is committed to developing the quality and the reputation of emergent Asian fashion designers and entrepreneurs for the creation of fresh businesses to market modern lifestyle products in both the home and global markets.



陈国荣 Christopher Chan

美国建筑师协会合伙人，上海分会主席
AIA Principal, Chairman of Shanghai Chapter

陈国荣先生在亚洲及美国地标性项目设计开发方面拥有超过 20 年的团队领导实践经验。他所参与的项目包括大型超高层综合体、总部办公、商业、酒店及大学校园。他长期倡导可持续及高性能建筑设计，通过不断的优化设计及技术整合的协同实现高性能建筑。在加入慕若昱（MRY）建筑事务所之前，陈先生曾在多所国际建筑设计事务所担任设计总监及大型商业办公和零售超高层综合体项目负责人。2010 年，陈先生与他人共同创立了美国建筑师协会上海分会。他是一位创始成员及分会董事会成员，并担任主席一职。

他是加利福尼亚州注册建筑师，同时也于 2005 年通过 LEED 专业认证，并在 2010 年获得了美国绿色建筑协会的可持续建筑设计 + 施工证书。

Christopher Chan, has over 20 years of hands-on experience leading the design and development of landmark mixed-use, retail, office, hotel and higher education projects throughout Asia and the United States. He is a recognized leader in green building design, utilizing a collaborative process centered on rigorous design investigation and strong technical integration to produce high performance buildings. He specializes in high profile and landmark urban design projects in the U.S. and throughout Asia. Prior to joining Moore Ruble Yudell, he served as Design Director and Commercial Office and Retail Practice leader for several leading international architectural design firms. In 2010, he launched American Institute of Architects Shanghai with partners. He is one of the founders and members of board serving as the chairman. He is a Registered Architect in the State of California, and a LEED Accredited Professional as recognized by the U.S. Green Building Council.



娄永琪 Yongqi Lou

同济大学设计创意学院院长
Professor and Dean of the College
of Design and Innovation, Tongji
University

长期致力于可持续设计教育、设计研究和设计实践。担任“CUMULUS 国际艺术设计院校联盟”执委、美国 MIT 出版“DESIGN ISSUES”学报编委、意大利米兰 / 都林理工大学高等理工学院科学委员会委员、DESIS 国际社会创新和可持续设计联盟国际协调人等国际学术职务。2016 年 4 月，当选 2015 年度“长江学者奖励计划”青年学者。

Professor Lou has been devoted to sustainable design education, research and practice. He is visiting Professor at Aalto University and Politecnico di Milano. He is Vice President of both CUMULUS and the China Industrial Design Association. He also serves on the advisory boards of numerous organizations including the University of Applied Arts Vienna, the DESIS Network, and the journal Design Issues published by The MIT Press. He was awarded "Yangtze River Scholar Award Scheme" Young Scholars in 2016.



吴建伟 Jianwei Wu

同济大学城市经济学教授，博导
Professor of urban economics at
Tongji University, Doctoral supervisor

同济大学城市经济学教授，博士生导师，研究与教学领域为城市经济学、产业经济学。获得英国雷丁大学国际经济学（国际贸易方向）博士学位，曾是加拿大 Carleton 大学访问学者，澳大利亚 Monash 大学访问学者。他长期从事城市产业规划和产业经济学的研究；承担有国家自然科学基金项目和数十个城市的商务区、商业街和产业规划研究课题，并撰写了《国际间产业竞争与市场容量》和《大规划：城市与产业》等著作，并在国内外顶级期刊上发表了多篇相关的研究著作。

He is a professor of urban economics at Tongji University as well as a doctoral supervisor. His research and teaching area is urban economics and industrial economics. He graduated from International Economics (International Trade) of Reading University in England with a doctor's degree. He was a visiting scholar at Carleton University in Canada and also a visiting scholar at Monash University in Australia. He has been engaged in urban industrial planning and industrial economics for a long time, and has undertaken the National Natural Science Fund Project, Dozens of city business district, commercial street and industrial planning research topics. He has authored International Industrial Competition and Market Capacity, and Big Planning: City and Industry, etc. He also published a number of related research works at the top journals both at home and abroad.



郁敏珺
Jessica Yu

上海锦和投资集团有限公司董事长
Chairman of Shanghai Golden Union
Investment Group Co., Ltd.

上海锦和投资集团有限公司创始人、董事长，国内地产行业知名女性企业家。毕业于上海大学中文系，后获得长江商学院 EMBA 学位。曾荣获 2009 年上海市优秀创业女性、2010 年上海市三八红旗手和上海市百名优秀创业女性等。她于 1995 年创立锦和，逐步布局房地产产业链多元化领域，至今已发展成为一家涉足商用物业运营与管理、高端旅游度假酒店开发管理、资产投资经营，以及房地产开发与营销代理等多领域业务发展的综合性集团公司。2007 年以来，锦和享誉中国商用物业改造运营管理领域，其连锁品牌“越界”也被评为园区运营管理领域的首个“上海市著名商标”，业务规模更是覆盖了长三角最活跃上海、杭州、南京、苏州等城市共 24 个项目近 65 万平米。

Jessica Yu is founder and chairman of Shanghai Golden Union Investment Group Co., Ltd, and also a well-known female entrepreneur in Chinese Real Estate industry. Ms. Yu graduated from Shanghai University, major in Chinese Literature, she also holds an EMBA from CKGSB. She has been awarded as "2009 Shanghai Outstanding Female Entrepreneur", "2010 Shanghai March-Eighth Red-Banner Pacesetter and 100 Outstanding Female Entrepreneur" etc. Ms. Yu established the Golden Union Group in 1995, which has now become a comprehensive enterprise. The company is focus on multi-area development in real estate industry, specialized in commercial real estate operation and management, luxury hotel and resort development, asset investment and management and real estate development and sales & marketing. Since 2007, Golden Union is a leading company in commercial property transformation and operation management. Its chain brand "Surpass Space" has been awarded the first "Shanghai Famous Trademark" in the industry with a business coverage of 24 projects and nearly 650,000 square meters in major Changjiang Delta cities, such as Shanghai, Hangzhou, Nanjing and Suzhou etc.



支文军 Wenjun Zhi

《时代建筑》杂志总编，同济大学建筑
与城市规划学院教授
Chief editor of Time + Architecture,
Professor of CAUP
at Tongji University

同济大学建筑学本科及建筑历史与理论专业硕士毕业，香港大学建筑系（1996）和美国普林斯顿大学建筑学院（2009）访问学者。毕业后留校任教并主持中国建筑学界最具影响力之一的学术期刊《时代建筑》杂志编辑工作。现为同济大学建筑与城市规划学院教授、博士生导师、《时代建筑》杂志主编、一级注册建筑师、中国建筑学会建筑传媒学术委员会副主任、上海市规划委员会专业委员会专家。主要研究方向：城市与建筑传播、建筑评论与媒体、中国当代实验性建筑理论与实践、建筑研究与学术写作方法等。

Mr. Zhi Wenjun got his bachelor's degree in Architecture and his master's degree in History and Theory of Architecture at Tongji University. In 1996 and 2009 respectively, he researched in the University of Hong Kong and the Princeton University as a visiting scholar. After his graduation, he began to teach in the university and work for the TIME + ARCHITECTURE as an editor for over thirty years, which is the most influential academic architectural journal in China. Now he is a professor of the College of Architecture and Urban Planning and a doctoral tutor at Tongji University; the editor-in-chief of the TIME + ARCHITECTURE (bimonthly); first-class registered architect; deputy director of Media and Communication Committee, Architecture Society of China(ASCMCC) and expert of Shanghai Planning Commission. His research fields include the architectural criticism and media, Chinese contemporary architecture practice, Methodology of research in architecture and academic writing.



陈展辉 Sunny Chen

建筑之外发起人 / 总策划，
马达思班创始合伙人
The founder/chief curator of Beyond
Architecture, founding partner of
MADA s.p.a.m.

生于广州，建筑学专业，1999 起和马清运创办包括马达思班建筑事务所，以及建筑以外的不同领域多家企业运营至今。

主持过的全程项目策划管理的包括宁波老外滩、上海尚都里、宁波南部商务区等大型综合商业街区，并以思班平台联合策划了马达思班在国际上包括威尼斯军械库、巴黎蓬皮杜艺术中心、柏林 Aedas 建筑画廊等的多个展览，与威尼斯双年展、深圳香港双年展、北京国际设计周、成都蓝顶艺术节、上海设计周、法兰克福展览公司合作策划建筑、艺术及跨界展览超过一百个。

Was born in Guangzhou, major in Architecture, Sunny and Ma Qingyun established including MADA s.p.a.m. architectural firm and construction companies operating outside of different fields since 1999.

Sunny Chen has been practiced in planning management in the whole process of kinds projects including the Ningbo old bund, Shanghai Shangduli, southern central business district (CBD) of Ningbo and other large-scale comprehensive commercial blocks by the s.p.a.m. platform create exhibition linking with arts and architectures in the world including the armory of Venice, Pompidou art center in Paris and Berlin Aedas building etc. He is one of the most active creator on the cross board of architecture, art and design with exhibits more than one hundred worked with institutions such as La Biennale di Venezia, Shenzhen & Hong Kong Bi-city Biennale of Urbanism/Architecture, Beijing Design Week, Chengdu Blue Roof Art Festival, Shanghai Design Week, Messe Frankfurt and so on.



萧爱彬 Aibin Xiao

萧氏设计 董事长 / 总设计师, 【境物】
KING WOOD 董事长 / 总设计师
Xiao Design Director/Chief Designer,
“KING WOOD” Director/Chief
Designer

“萧氏设计”和“境物 Kingwood”的创始人之一，中国最具影响力的设计师之一，曾获得上海创意领军人物，中国首届十大样板房设计师，上海十大青年室内设计师，第一、第二届中国室内设计年度影响力人物等称号，他有着近 30 年的设计经验，他的别墅设计一直引领着中国住宅的生活方式和价值取向，他所倡导的新东方主义风格具有浓烈的中国文化品格。

他的作品自 2000 年始在中国各主流媒体传播和国际展出成为中国室内设计的先锋力量，他强调设计要接地气，要不断创新，不重复别人也不重复自己。因此他的设计既透露着传统文化精神又具时代的气息。

One of the founders of “Xiao Design” and “KINGWOOD”, one of the Most Influential Designers in China, he was awarded the leading figure of Shanghai Creative Industries, China’s Top Ten Example Room Designer, one of the first Top Ten Youth Indoor Architect in Shanghai, and successively elected as the first and second China Interior Design Annual Influential People. He has 30 years of design experience and his villa designing style has been leading life style of Chinese residential market and value orientation. What he has advocated of New Oriental Style has strong Chinese culture character.

Since 2000 his works have been spread and exhibited internationally and also in China’s mainstream media, becoming the pioneer force of Chinese interior design. He emphasizes that the design should be grounded, continuous innovation, do not repeat others, do not repeat himself. His design reveals the spirit of traditional culture and the flavor of the present days.

2016 国际创意城市设计创新论坛

第三届国际创意城市设计创新论坛以“设计与创新的源动力”为主题，于 2016 年 12 月 15 日下午在静安 800 秀举办，邀请国内外创新、设计及投资领域内的专家探讨创新设计的动力与未来，旨在探索“十三五”期间，上海如何借助国际平台提升创新设计能力，吸引更多企业借助创新设计推动产品、服务及产业发展。



2016 INTERNATIONAL CREATIVE CITIES DESIGN INNOVATION FORUM

2016 Shanghai International Creative Cities Design Innovation Forum with the theme of “The Driving Forces for Design and Innovation” was held on December 15th, 2016, at Jing'an 800 SHOW. The forum invited experts home and abroad focusing on driving force, business model, financial supports on the innovation design, exploring how to enhance and improve the innovation and design capabilities in Shanghai with international platforms, encourage enterprises to expand the market and increase the value of products and services by innovative creative design.



2015 国际创意城市设计创新论坛

第二届国际创意城市设计创新论坛以“设计与资本对接的新商业文明”为主题，于2015年9月24日下午在静安·波特曼丽思卡尔顿酒店4楼会议厅举办，围绕上海科技创新中心建设和国际化大都市建设的城市发展目标，邀请来自纽约、巴黎等国际大都市的创新商业领袖、联合国权威创新经济专家、金融与商业大咖集聚一堂展开一场前瞻性对话，分享和探讨全球行业趋势、资本创新模式、国际案例经验和品牌发展奥秘。



2015 INTERNATIONAL CREATIVE CITIES DESIGN INNOVATION FORUM

2015 Shanghai "International Creative Cities Design Innovation Forum" with the theme of "The New Business Civilization: When Design Meets Capital", and the focus on the urban development goal of Shanghai as a science and technology innovation center and an international metropolis, the forum intends to invite innovative business leaders from international metropolis like New York and Paris, creative-economy experts of UN agencies, business leaders from domestic business and financial communities, who will come together and have prospective discussion about the global industrial trends, the capital innovative model, the international cases and the brand development.



2014 国际创意城市设计创新论坛

2014 INTERNATIONAL CREATIVE CITIES DESIGN INNOVATION FORUM

首届国际创意城市设计创新论坛以“设计 @ 世界城市创新发展”为主题，于2014年10月10日下午在静安800秀创意产业集聚区举办，12位来自纽约、巴黎、米兰、伦敦等著名设计节及展览的负责人，国际设计行业协会及联合国机构的负责人等，带来设计与城市创新发展的新理念，开启国际设计展、节、周的联航。

With the theme of "Design@City Creative Development", the first forum was held on October 10, 2014, at Jing'an 800 Show Creative Industry Park. 12 speakers from famous design festivals in New York, Paris, Milan, London and the internationally well-known exhibitions, the international design industry associations and UN agencies, came and presented to share their perspectives on city design and creativity development and started joint navigation of international design exhibitions, festivals and weeks.



国际创意城市设计创新活动 INTERNATIONAL CREATIVE CITIES DESIGN INNOVATION ACTIVITIES

联合国教科文组织“创意城市”（上海）推进工作办公室与国际大都市建立了密切的交流合作关系，定期举办设计创新对话，国际创意城市创新设计海外展。目前，上海设计走向纽约、伦敦、东京、法兰克福、巴黎、迪拜、米兰及赫尔辛基等城市，集中交流展示最新的创意设计产品、最优秀的创意设计人才以及重点品牌。

UNESCO “Creative City” (Shanghai) Promotion Office establishes design International Innovation Design and Cooperation platform with international metropolises and organizes regularly “International Creative Design Dialogue”, Shanghai Design innovation exhibitions. Till now, Shanghai has worked closely with cities as New York, London, Tokyo, Frankfurt, Paris, Dubai, Milan, Helsinki etc. to successfully hold a series of Creative Dialogue, Innovation Design Exhibition showing the latest creative design concept, innovative products, and promote the best design talents.





上海国际创意城市智库
Shanghai International
Creative City Think Tank

支持单位 SUPPORTERS

上海市长宁区商务委员会

上海市长宁区规划和土地管理局



上海国际创意城市设计创新论坛组委会