



Forum 4 Summary 论坛四 总结

Forum 4 Summary: Design – Sketching the Road to Tomorrow 创意设计—引领未来交通



Objective

The objective of the Design – Sketching the Road to Tomorrow Forum was to discuss how design can have a positive impact on urban life. Speakers focused on how transportation designers can learn from designers of other products to help bring about GM’s vision of sustainable urban transportation.

Background

The world is becoming increasingly crowded. There will be an estimated 8 billion people within 20 years. Many of these people are moving to cities. In China alone, about 15-20 million people are moving from rural to urban areas every year. Of the 17 cities that have a population of more than 10 million, 10 are located in China.

One of the cities is Shanghai. In 1958, the population density of Shanghai was only 1,740 people per square kilometer. But in 2008, it had 3,000 people per square kilometer and in the most densely populated area the figure was more than 40,000 people per square kilometer.

This growing urbanization is being accompanied by a rising demand for personal transportation. Urban communities are addressing transportation needs in various ways. There is a realization that urban areas need to allocate sufficient space to transportation facilities and that people, their products, and the environment need to coexist.

At the same time, there is a realization that historic areas like Shanghai’s Bund need to be preserved. One way that cities like Shanghai are doing this is through the construction of satellite cities. However, this is creating new transportation demands, as city dwellers move farther away from their jobs.

Although public mass transit will remain an extremely important focus of urban planners, the demand for personal transportation and the freedom it offers will not decrease. This year, it is estimated that there will be 1 billion cars on the world’s roads. Within five years, that number is expected to increase 25 percent.

目标

创意设计——引领未来交通论坛旨在探讨创意设计如何对城市生活方式带来积极的影响。演讲嘉宾讨论了汽车设计师如何通过借鉴其它产品设计师的经验，更好地实现通用汽车关于城市交通可持续发展的愿景。

背景

全球人口正不断增长，预计未来 20 年内，将达到 80 亿人，其中大部分人口将迁往城市。仅在中国，每年就有一千五百万至两千万人口从农村迁至城市居住。目前全世界共有 17 个超过一千万人口的城市，其中十个城市位于中国。

上海也是其中之一。1958 年，上海人口密度仅为 1740 人 / 平方公里，2008 年这一数字已经上升至 3000 人 / 平方公里，在人口密度最高的区域，这一数字已经达到 4 万人 / 平方公里。

伴随城市化发展进程而来的是人们对个人交通需求的上升。城市社区规划者正通过各种途径解决居民的出行需求。人们意识到，城市需要为交通设施建设分配足够的空间，人类及其产品和自然环境也需要和谐共存。

同时，人们还认识到具有历史意义的区域如上海外滩，也需要得到保护。上海等大城市正在通过建立卫星城市来解决城市发展问题。但是，这一方法增加了居民上下班的距离，从而对交通产生了新的需求。

尽管公共交通仍然是城市规划的重点，但个人交通需求的增长及其提供的便利和自由依然不可忽视。今年全球范围内汽车保有量预计将达到 10 亿辆，未来五年这一数字还将增长 25%。

The Role of Design

One way to help balance the need for public mass transportation with the desire for personal transportation in a sustainable manner is through design.

At its very roots, design is about advancing culture. Designers are catalysts for bringing people and communities together for the betterment of society as a whole. Design is also fundamentally about making people's lives easier.

Passenger cars are consumer goods, not just objects for moving individuals from one location to another. When they purchase an automobile, consumers are buying an experience. For a vehicle to be successful, there needs to be an emotional connection with the consumer.

Designers need to keep in mind that consumers should want to drive a car; and that is not going to change. Their passengers should be able to enjoy an exciting experience as well.

This requires rethinking the interface of the car. The change in the human-machine interface will represent a big shift away from individual experiences to social experiences. Instead of just relying on entertainment systems, by looking to technology for new solutions designers have the potential to make the vehicle the entertainment.

However, that does not mean they can neglect appearance. Branding is and will remain important, especially in Asia which has been characterized as a market with a couple billion people who want to look different from each other.

In the video game industry, once the “engine” is completed, designers construct games on top of it so that every game, even though it looks different, is built on the same technology.

Like the video game industry, vehicle designers can “reward the user” and make the user feel as if he or she is getting back more than what was originally paid for the product. Humans like to do things their way. One way to cater to this need is by enabling them to change their products. This requires automakers to devote greater resources to the aftermarket.

There is also an opportunity for automotive designers to revolutionize the interior of the vehicle by making it more modular and user friendly. That involves rethinking designs down to individual components such as seatbelts.

Listening is important. Designers need to know the changing behaviors of consumers and cater to them. Crowd sourcing is a new trend, which, if it's done right, can be very inspiring to designers. Designers also need to keep in mind is that you cannot design for China in Germany or America. You have to design locally for the local market.

设计所扮演的角色

设计能够以可持续的方式协调大众对公共交通与个人交通需求之间的矛盾。

从本质上讲，设计就是传播更为先进的文化理念。设计师是推动人类与社区更好的结合、并促进社会整体进步的催化剂。好的设计理念也将使人们的生活变得更加便捷。

乘用车是一种消费品，而非仅仅是将乘客从一处运送到另一处的工具。当消费者选购汽车时，他们是在购买某种体验。一款车型需要在市场上取得成功，必须先与消费者在情感上建立联系。

设计师需要牢记：消费者喜欢驾驶汽车，这一点永远不会改变。同时，让车上的乘客获得愉快的体验也非常重要。

这需要设计师重新思考与车辆互动的界面。人机互动界面的改变意味着驾车从个人体验过渡到社交体验的重大转变。通过寻求全新的技术解决方案，设计师不再需要仅仅依赖车载娱乐系统，他们可以使汽车本身成为一种娱乐工具。

但是，这并不表示他们会忽略产品外观。品牌的影响力仍然非常重要，尤其在亚洲市场，数十亿消费者希望自己与众不同。

在电子游戏业，设计师们可以通过同一款“引擎”开发出多款游戏，尽管每款游戏看上去各不相同，但实际上这些游戏都是基于同一技术平台研发的。

与电子游戏业类似，汽车设计师也能够以“回馈用户”的方式，使用户感到最终收获远远大于购买产品的付出。人们喜欢按照自己的喜好做事，为满足这一需求我们要使消费者能够调整自己所购买的产品，而这需要汽车厂商在售后市场加大投入力度。

汽车设计师还可以通过更模块化、人性化的设计彻底改变汽车的内饰。这需要重新思考各种相关设计的细节，甚至是诸如安全带这样的个别部件。

倾听消费者的需求也非常重要。设计师需要了解消费者不断变化的行为，并设计出相应的产品以满足其需求。群智也是一种新趋势，如果处理得当，将极大地启发设计师的灵感。设计师还需要牢记为每个市场设计针对性的产品，而不是身处德国或美国为中国市场设计产品。

GM's Solutions

At the 1939 New York World's Fair, GM's Futurama offered the public a vision of personal mobility undreamed of, creating widespread public support for a network of superhighways in the U.S. Twenty years later, that vision became reality with the creation of an interstate highway system.

GM is aiming for the same impact with its vision of sustainable urban transportation at Expo 2010. GM believes a sensible and reasonable solution for the future will be the development of very efficient small two-seat vehicles like the EN-V concept.

As embodied by EN-V, these cars of the future will be smarter, safer, and environmentally sustainable. Electric power will make them free from petroleum and cities free from vehicle emissions. It will also mean that the road system would not have to change significantly; rather, it's the vehicle that will change.

Developments in GPS technology, distance-sensing devices, and wireless communications will enable cars that drive themselves. This will not only compensate for lack of experience but also for physical disability or physical impairment among users.

From the design standpoint, EN-V addresses the desire among consumers for future urban transportation that is fun and fashionable. It opens the door for designers to explore new vehicle types, as the technologies in EN-V could be applied to other forms of vehicles in the future.

Taking vehicles like EN-V from concept to production will require the collaboration of designers as well as planners and architects. It will also require adopting lessons learned from the design of other products such as video games and cell phones.

通用汽车的解决方案

在 1939 年纽约世博会上，通用汽车的“未来世界”汽车馆向公众展示了当时在个人交通方面的大胆创想，使美国高速公路网络的概念获得了广泛的大众支持。二十年后，随着州际高速公路系统的建成，这个愿景变成了现实。

通用汽车在 2010 年世博会上提出可持续发展的城市交通愿景，希望也能推动城市交通的进一步发展。通用汽车认为未来交通的合理解决方案是开发出像 EN-V 电动联网概念车这样节能的小型双人座电动车。

正如 EN-V 电动联网概念车所展示的，未来的汽车将更智能、更安全、更环保。使用电力将使它们完全摆脱对石油的依赖，实现零排放。它还意味着城市道路系统无需作出重大改变，而汽车可以根据道路系统进行改变。

通过 GPS 技术、远程传感设备以及无线通信技术，车辆将可以实现自动驾驶功能，这将使各种缺乏驾驶经验以及残障人士自由驾驶车辆成为可能。

从设计的角度，EN-V 电动联网概念车满足了消费者对未来城市交通更时尚、更有乐趣的需求。EN-V 电动联网概念车的技术可以在未来应用于其它车型，这也给设计师提供了开发新车型的机会。

实现 EN-V 电动联网概念车的量产需要设计师与城市规划者以及建筑设计师进行通力合作，也需要从视频游戏和手机等其他产品的设计中吸取经验。

Speaker Highlights

Ed Welburn

GM Vice President, Global Design

- Instead of humanity conquering the natural world, we now seek to live in harmony with it. People, their products, and the environment can and must co-exist.
- Although public mass transit is an extremely important part of future urban environments, the demand for personal transportation and the freedom it offers will not decrease.
- Cars of the future must be smarter, safer, and environmentally sustainable. Electric vehicles are part of the answer. Developments in GPS technology, distance-sensing devices, and wireless communications will create cars that drive themselves.
- EN-V is a dramatic statement of the future of personal mobility and will pave the way for future urban transportation, while being fun and fashionable. It opens the doors for designers to explore new vehicle types.
- Designers have a responsibility to propose concepts and create new products that will contribute to the health and sustainability of the earth.

Zheng Shiling

Director of the Institute of Architecture and Urban Space, Tongji University

- Every year in China about 15-20 million rural population move to urban areas, creating high pressure on transportation infrastructure, housing, and the environment.
- In 1958, the population density of Shanghai was only 1,740 people per square kilometer. But in 2008, it was 3000 people per square kilometer. In the most densely populated area, the figure is more than 40,000 people per square kilometer, approximately three times that of Beijing.
- Expo 2010 will have a critical impact on Shanghai's space in the future. What is needed includes restructuring, continuous development, ecological environmental construction, and emphasis on future development.
- Shanghai is stressing preservation of its historical buildings and its historical and cultural styles during its development.
- Shanghai is constructing a cluster structure in which satellite cities are created with a strong industrial structure and service functions.

演讲嘉宾精彩发言

爱德华·威尔本

通用汽车公司全球设计副总裁

- 人类不再试图征服大自然，而是寻求与它和谐共存。人类及其产品和自然环境需要也必须和谐共存。
- 尽管公共交通仍然是未来城市规划的重点，但个人交通需求的增长及其提供的便利和自由依然不可忽视。
- 未来的汽车必须更智能、更安全、更环保。电动车是解决方案之一。GPS技术、远程传感设备以及无线通信技术的发展可以实现汽车的自动驾驶。
- EN-V电动联网概念车精彩地阐释了未来的个人交通，并为未来城市交通系统的发展作了铺垫。它让未来的驾驶更时尚，更有乐趣，也为设计师提供了开发新车型的机会。
- 设计师有责任提出新概念、设计出有利于环境保护和可持续发展的新产品。

郑时龄

同济大学建筑与城市空间研究所所长

- 中国每年差不多都有一千五百万到两千万的农村人口迁入城市，这给城市的交通基础设施、住房和环境带来极大的压力。
- 1958年，上海人口密度仅为1740人/平方公里，2008年这一数字已经上升至3000人/平方公里，在人口密度最高的区域，已经超过4万人/平方公里，大约是北京的三倍。
- 2010年世博会对上海的未来城市发展将产生关键性的影响。这个城市还需要进一步调整城市结构、保持持续发展、注重生态环境建设以及未来发展。
- 上海在城市发展的过程中，也应当注重保存历史建筑和文化风貌。
- 上海正在建设一个生态城市群，相应产生的卫星城将具备强大的产业结构，并可提供完善的服务。

Hartmut Esslinger

Founder, frog design

- Design is about advancing culture. Designers are catalysts for bringing people together, bringing areas together, and making something else of it. First focus on people, humans, communities and society.
- Process is very important – ideas are easy, and process is difficult.
- Designers have to look to technology for new solutions. It is very important to think more ecological.
- Listening is important. Crowd sourcing is very inspiring.
- Brand can be a conversion element. There is never a strategy that will work forever.

Feng Zhu

Founder, Feng Zhu Design Inc.

- “Reward the user”: make what the user gets in return much greater than what he pays.
- As designers, treat the car like an entertainment product, so consumers can have the same car, but can make it look different. Consumers are buying an experience.
- Video game designers develop a game engine. Once this engine is completed, designers construct games. Every game looks different, but is built on the same technology.
- Sex appeal: if you make users feel cool on day one they’re going to continue buying from you.
- The vehicle as a business model is nothing but a platform – a delivery system to sell other products. Great potential for automakers to make money making products to customize vehicles.
- The way to change the market is to change the business model itself. Take what you know about the user. Know what their behaviors are like, and completely cater to them.

艾斯林格

青蛙设计创始人

- 设计就是传播更为先进的文化理念。设计师是推动人类与社区更好的结合、并促进社会整体进步的催化剂。设计产品首先需要以人为本，关注社区以及社会。
- 流程非常重要—创意很简单，但流程很难。
- 设计师必须依靠技术寻求新的解决方案，同时还需要兼顾保护生态环境。
- 倾听非常重要。群智将给设计师带来极大启发。
- 品牌的影响力是非常重要的。没有一种市场策略永远保持有效。

朱峰

朱峰设计工作室创始人

- “回馈用户”：使用户感到收获远远大于付出。
- 作为设计师，应该将汽车视为娱乐产品，这样即使拥有同款的汽车，消费者也能使它看起来与众不同，消费者购买的是体验。
- 电子游戏设计师通常开发一款游戏“引擎”，然后开发出多款游戏。尽管每款游戏看上去各不相同，但实际上这些游戏都是基于同一技术平台研发的。
- 性感：如果你从第一天开始就让用户感到自己很酷，他们会继续购买你的产品。
- 汽车业其实是一个销售其周边产品的平台，汽车厂商通过生产可以使汽车个性化的产品产生利润，这是巨大的商机。
- 改变市场的方法在于改变其自身的商业模式。我们首先需要完全了解消费者，了解他们的行为模式，然后通过产品设计满足其需求。