



COLLEGE OF DESIGN AND INNOVATION

Tongji University

Bauhaus Tradition



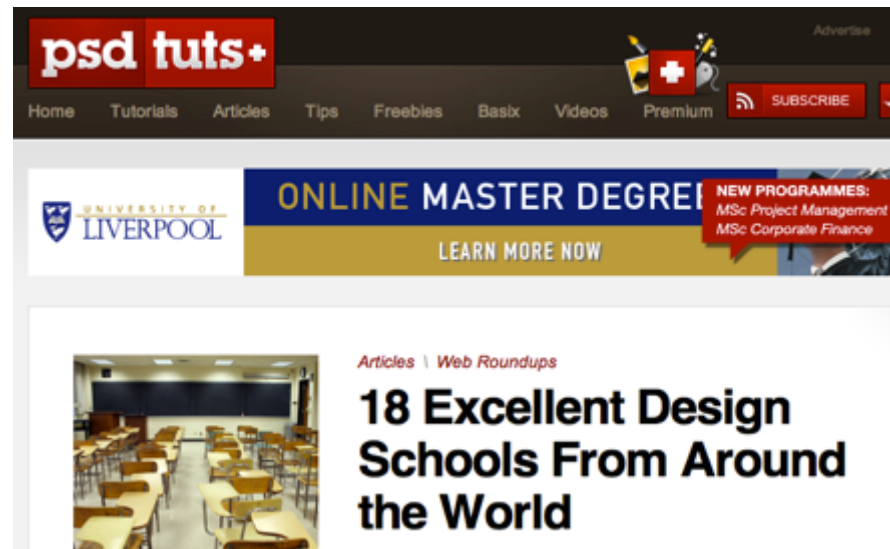
History of Design Education in Tongji

- 1940- Architecture education started in Tongji and St. John University
- 1952- Department of architecture was established
- 1986- Direction of Industrial design was established
- 1986- College of Architecture and Urban Planning (CAUP) was founded
- 1993- Department of Industrial design was established
- 2000- Renamed as Art & Design Department
- 2001- MA program in Design was established
- 2002- PhD program in Design was established
- 2009- College of Design & Innovation (D&I) was established



Reputation

- Only School in mainland China on the BusinessWeek best D-School List for three times
- Only School in mainland China selected by Psdtuts+ as one of the 18 best design schools worldwide
- CUMULUS member institution



Social impact

- Jiading Automobile City
- Shanghai EXPO
- Creative Industry of Shanghai
- Sustainable Development



International Advisory Board



Vision & Mission

D&I is aiming to be an international benchmark of next generation design and innovation education and research

The mission of D&I is:

to educate leaders of sustainable design innovation.

To serve the transition from manufacture China to Creative China

to be an agent of sustainable Change as a design school

Programs/Research Teams

Industrial Design

工业设计

Environmental Design

环境设计

Communication and information Design 传达与信息设计

Digital Media Design

数字媒体设计

Fashion and Craft Design

时尚与工艺设计

Interaction and Experience Design 互动和体验设计

Design Management Theory

设计管理史论

Design Foundation

设计基础

Inclusive Design

包容性设计

Visual Effect Design

特效设计



Figures

380 undergraduate students (as of March 2012) 本科生

172 postgraduate students (including 21 PhD students) 研究生

120 students graduate annually (as of July 2011) 每年毕业

66 Full time faculty members 全职教师

Undergraduate Program

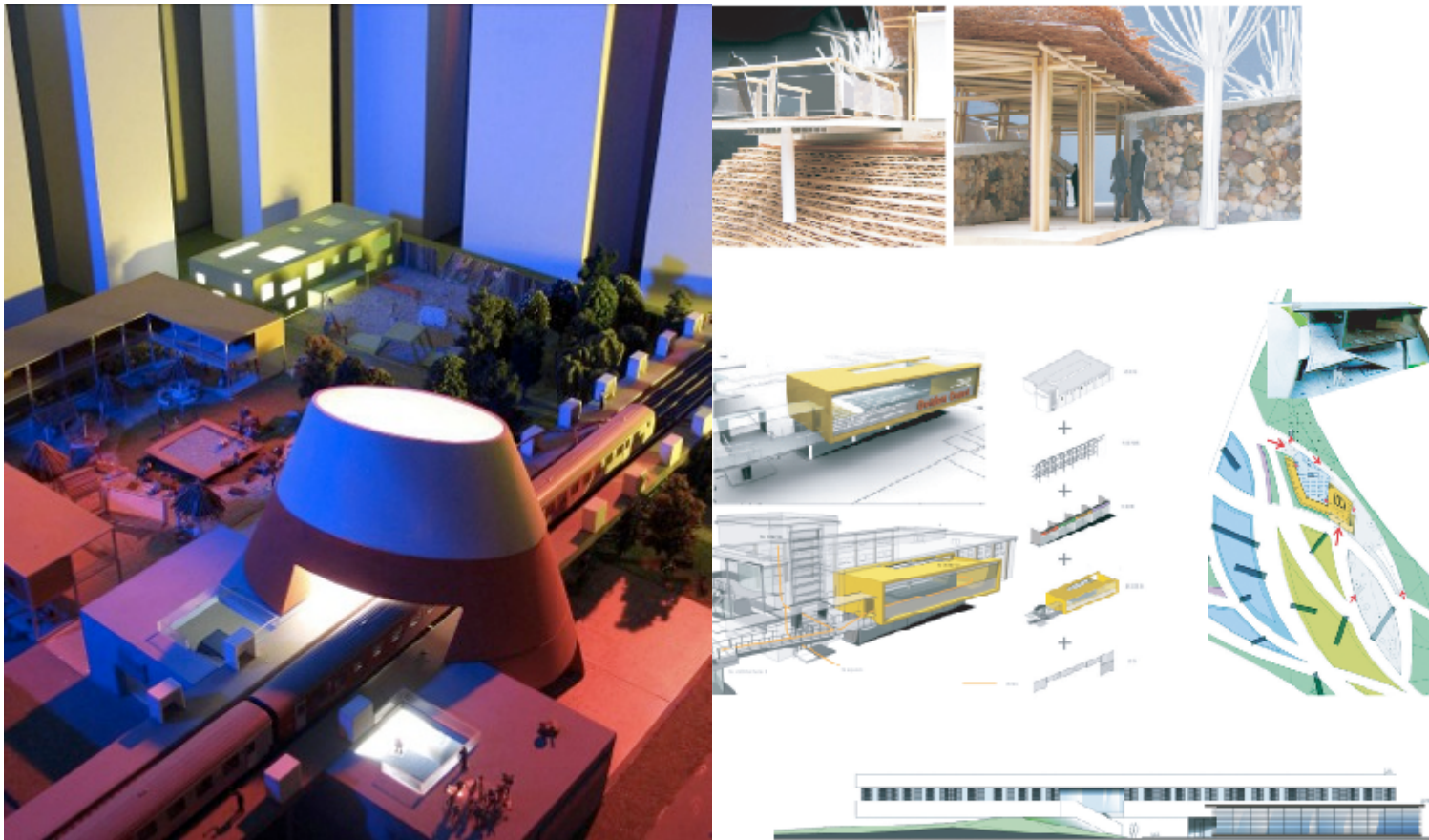
programs take four years, and students are finally awarded Bachelor of engineering (Industrial Design) and Bachelor of Art (Art and Design)

学制四年， 授工学（工业设计）和文学（艺术设计）学士学位



Undergraduate Program

Studio based undergraduate design education



MA and PhD Program



Master of Art in design, 2.5 years.

**PhD Program of architectural history and theory in design,
3 years.**

设计艺术学硕士 学制**2.5**年

建筑历史与理论艺术设计方向博士学位 学制 **3** 年

PhD Program

Key research Areas:

- sustainable design and social innovations
- user/human centric and co-creative design innovation
- design strategy and theory including design history and design trends
- design thinking, design management and leadership including brand strategies
- interaction design and experience design



Guest Professors



Luigi Colani
克拉尼 (意大利)



Yrjö Kukkapuro
库卡波罗 (芬兰)



Uwe Bruckner
Germany



Ezio Manzini
Italy



柳冠中 (清华)



Yrjö Sotamaa
索达曼 (芬兰)



Helfried Hagenberg
哈根拜格 (德国)



David Mocarski
RCA(USA)



何人可 (湖大)



杨永善 (清华)

International collaboration(26)

Royal College of Art, London, UK

Aalto University , Finland

Poli-Milano, Italy

Poli-Torino, Italy

Chiba University, Japan

Art Center College of Design, USA

Konstfack University college of Art & Design, Sweden

HGK Basel, Switzerland

Willem de Kooning Academy, Holland

HKU Utrecht School of the Arts, Holland

University of Applied Arts Vienna, Austria

Designskolen Kolding, Danmark

RMIT, Austrian

Duncan of Jordanstone College of Art and Design University of Dundee, UK 英国邓迪大学

Academy of Arts and Design Offenbach (HfG), Germany

Staatlihe Akademie der Bildenden Kunste Stuttgart ,Germany

英国皇家艺术学院

芬兰阿尔托大学

意大利米兰理工大学

意大利都灵理工大学

日本千叶大学

美国艺术中心设计学院

瑞典国立设计学院

瑞士巴塞尔设计学院

荷兰德库宁设计学院

荷兰乌德勒支设计学院

奥地利维也纳应用艺术大学

丹麦设计学院

澳大利亚皇家墨尔本大学

德国奥芬巴赫设计学院

德国斯图加特设计学院

Double Master Degree Programs

With PoliMi and PoliTO

与米兰理工与都灵理工大学的双硕士学位

3 years' Program

1 year's exchange

Every year 15 students from each side

Get two master degrees when they graduate

Started from 2007

3年学制

1年交换

各15名学生/年

获中/意两个硕士学位

2007年启动



Tongji University-Polytechnic di Milano

 Product Service Design



Tongji University-Polytechnic di Torino

 System Design

Double Master Degree Programs



Double Master Degree Programs

IDBM *Double Master Degree Program* with Aalto University

与Aalto大学的IDBM双硕士学位

3 years' Program

1 year's exchange

Every year 15 students from each side

Get two master degrees when they graduate

Started from 2010

3年学制

1年交换

4名学生/年

获中/芬两个硕士学位

2010年启动

Double Master Degree Programs

DMD Program with Chalmers University of Technology

- **3 years' Program**
- **1 year's exchange**
- **Every year 2 students from each side**
- **Get two master degrees when they graduate**
- **Started from 2012**

Joint Design Studio



Remark

Professor from TAIK Finland in charge of design studio with local teacher in
Tongji 芬兰赫尔辛基艺术设计大学workshop

date

2006

Joint Design Studio



Remark

Students and teachers exchange on African vehicle with Rotterdam University
与荷兰鹿特丹大学workshop

date

2006

Joint Design Studio



Remark

Students and teachers exchange on Wetland square with Konstfack Sweden
与瑞典国立设计学院

date

2007

Joint Design Studio



Remark

同济大学、丹麦Kolding、德国Folkwang三校联合设计

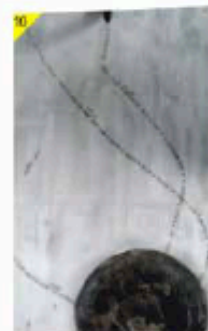
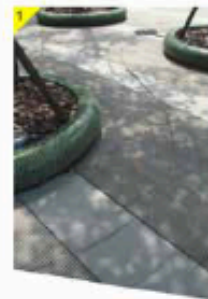
date

2009

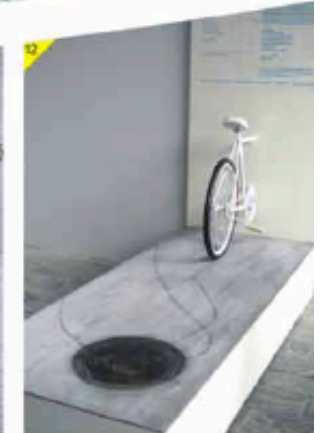
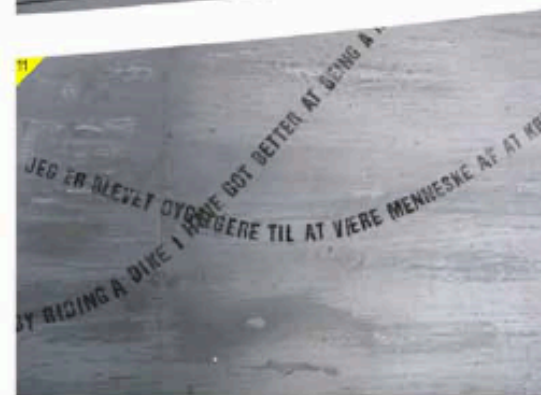
Joint Design Studio

KEEP MOVING

| | |
|--------|---|
| WEEK 1 | Inspiration 灵感 |
| WEEK 2 | Key Idea : TYRES WITH LETTERS 胎印留痕话环保 |
| WEEK 3 | Possible Solutions 方案 |
| WEEK 4 | Research Focus : BEHAVIOR PATTERN SUBSTANCE 行为 图案 媒介 |
| WEEK 5 | Research & Field Test 研究 · 测试 |
| WEEK 6 | CONTENTS/TEXT 文本内容 |
| WEEK 7 | CRAFTS & MODELING 工艺 · 模型制作 |
| WEEK 8 | FINAL WORK & EXHIBITION 最终成果 · 展览 |



1. Study of Tracks · 痕迹
2. Habits · 骑车习惯
3. Using Color · 色彩
- 4/5. Pattern Study · 图案
6. Slick · 光胎
7. Rubber Letters · 字母
8. Audience · 观众
9. Letters on Slick · 感谢信
10. Puddle · 水渍
11. Tyre Prints · 胎痕
12. Exhibition Podium · 展台



Joint Design Studio



Joint Design Studio



Remark

同济大学米兰理工大学联合设计项目崇明“创新服务” Workshop

date

2009

Joint Design Studio



Remark

“农村厨房”七校联合设计

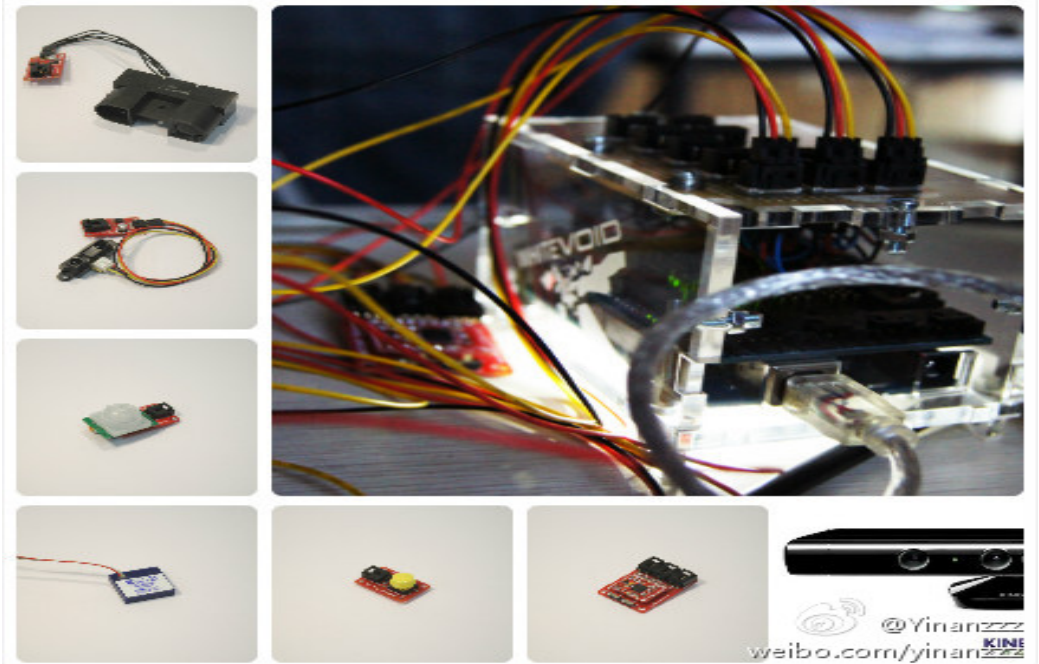
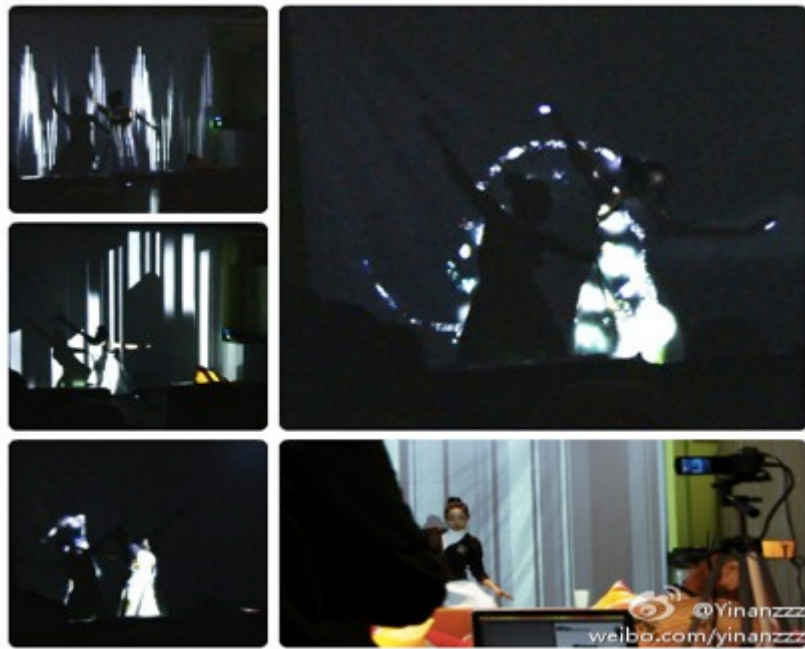
date

2009



Campus Information System Design with BUA





Exhibition

2006“超设计” 上海双年展国际学生展
2006 ISE of *Hyper Design* Shanghai Biennale



2006年“超设计” 上海双年展国际学生展吸引了来自12个国家的36个设计院校参加

Exhibition

承办上海双年展国际学生展

Organizer of *International Students' Exhibition* of Shanghai Biennale



Exhibition

2008“快城快客”上海双年展国际学生展
2008 ISE of *Trans Local Motion* Shanghai Biennale



Exhibition

超设计2006

上海双年展

国际学生展

15/38/200+

快城快客2008

上海双年展

国际学生展

19/44/200+

CUMULUS

2010国际学生展

33/60/400+



Summer School EVERY YEAR

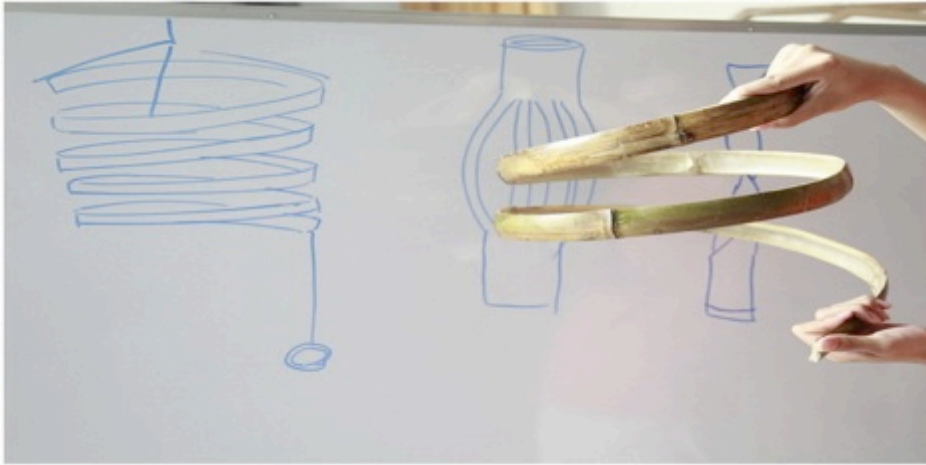
2008年CAUP 国际设计夏令营

Organizer of *CAUP-International Design Summer School*



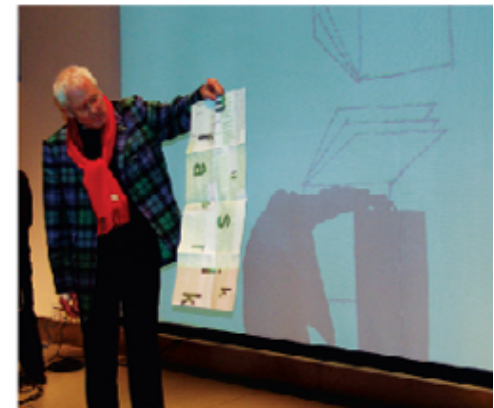
Students and mentors from **16 countries** and **31 top design schools**

参加学生来自16个国家31个一流设计学院



CHONGMING DESIS Workshop

International Conferences



New vision of design education international seminar of ISE Shanghai biennale 2006

2008 Trans Local Motion

Cumulus conference in 2010



CCIF China Creative Industry Forum 2010



Shanghai Creative Industry forum 2009



DESIS Research Centre

**DESIS
NETWORK**
Design for
Social Innovation
and Sustainability

Username : Password : [Log in](#) | [Register](#)

DESIS-China
Design for **Social Innovation** and **Sustainability**
社会创新与可持续设计联盟(中国)

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News

DESIS exhibition, from Denver to Beijing

Posted on: Oct 25 2011 - 10:06

Call for Paper - Cumulus Conference in Helsinki 2012

Posted on: Oct 21 2011 - 17:23

Design, a Catalyst of Sustainable India

Posted on: Oct 21 2011 - 14:37

DESIS 2011 Tongji-Aalto-DuocUC University Design Summer Camp

Posted on: Sep 14 2011 - 09:05

4th OJO AL SANCOCHO COMMUNITARIAN FILM FESTIVAL

Posted on: Sep 14 2011 - 09:01

Thematic Clusters

Submitted by admin on Thu, 11/10/2011 - 3:48pm

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China

Inclusive Design Research

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All Design Magazine



Bimonthly design magazine "ALL DESIGN" is edited

by the College of Design and Innovation

设计创意学院主编双月刊设计杂志《大设计》

GREENCHAIN Consulting Enterprise Alliance



CPH DESIGN



iGuzzini

Autodesk®



MAGNETI MARELLI



The insight of **balance**
龍域成就平衡的設計

tranzōno CONSTRUCTION
全築建設



UniCredito Italiano



The Network with a Silver Lining



HermanMiller



Thinking of you
Electrolux

Haier

Microsoft®

IDEO

s.point design

同济大学绿链顾问企业联盟
GREENCHAIN Consulting Enterprise Alliance



Established on Nov. 2007

An innovative university/enterprise collaboration.

First in China.

Focus on sustainable design education and research.

2007年11月成立

创新型的校企合作模式

中国首创

致力于可持续设计及研究

同济城市照明创新设计中心

Tongji Urban Lighting Innovation Design Center



同济大学建筑与城市规划学院与台湾鸿海集团沛鑫半导体工业股份有限公司正式签署合作协议，开展全方位产学合作并共同组建“**同济城市照明创新设计中心**”。双方的合作致力于搭建一个**产学研一体的校企平台**，提供技术支持并帮助优秀的创意设计投入市场。

“好孩子”童车集团项目 10 weeks workshop with “goodbaby”

儿童三轮滑板车设计



本项目旨在通过设计，为儿童设计一款三轮滑板车。这款产品旨在满足儿童对滑板车的兴趣，同时兼顾安全性和耐用性。设计过程中，我们采用了模块化设计，使得产品易于组装和拆卸。此外，我们还考虑到了产品的可调节性，以适应不同年龄段儿童的身高需求。最终，我们设计出了一款外观时尚、结构稳固、易于操作的三轮滑板车。



此款滑板车采用模块化设计，方便用户进行个性化定制。产品采用轻量化材料，确保骑行时的稳定性和舒适性。同时，我们还配备了安全保护装置，如防滑踏板和防撞保险杠，以保障儿童的安全。此外，我们还提供了多种配件选择，如不同颜色的轮子和把手，以满足用户的个性化需求。这款滑板车不仅是一款交通工具，更是一款充满乐趣的儿童玩具。



法国“迪卡侬”公司项目
workshop with DECATHLON



2 weeks workshop with DECATHLON

Nissan项目 GREENCHAIN Consulting Enterprise Alliance



1 semester's workshop with NISSAN

NISSAN资助项目, 2010年上海乘用车设计

Forever项目
GREENCHAIN Consulting Enterprise Alliance



FOREVER bicycle

Forever项目
GREENCHAIN Consulting Enterprise Alliance

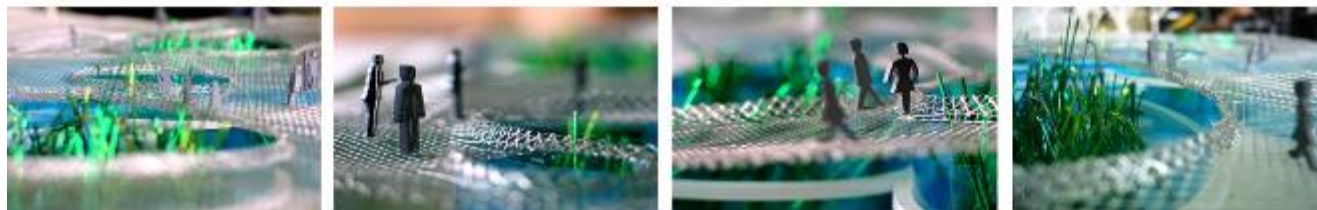


FOREVER bicycle

Huawei 项目

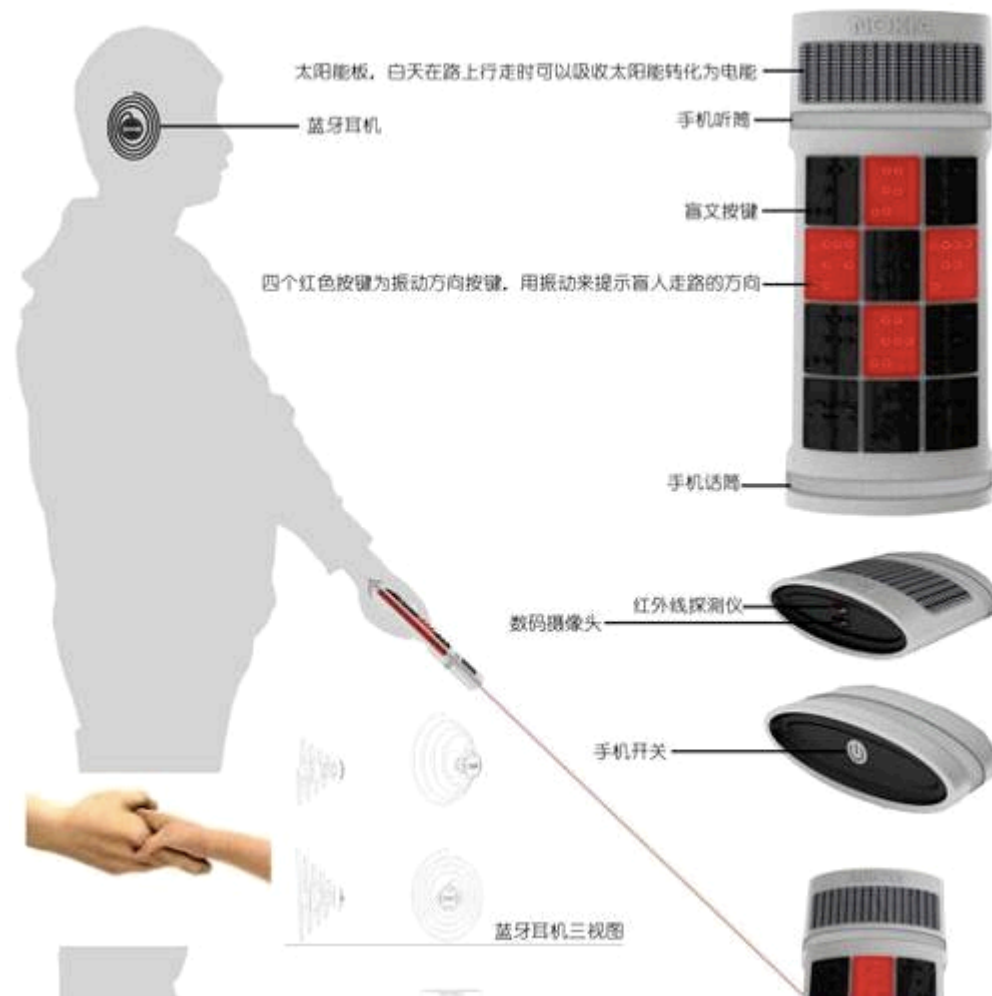


STUDENT WORK

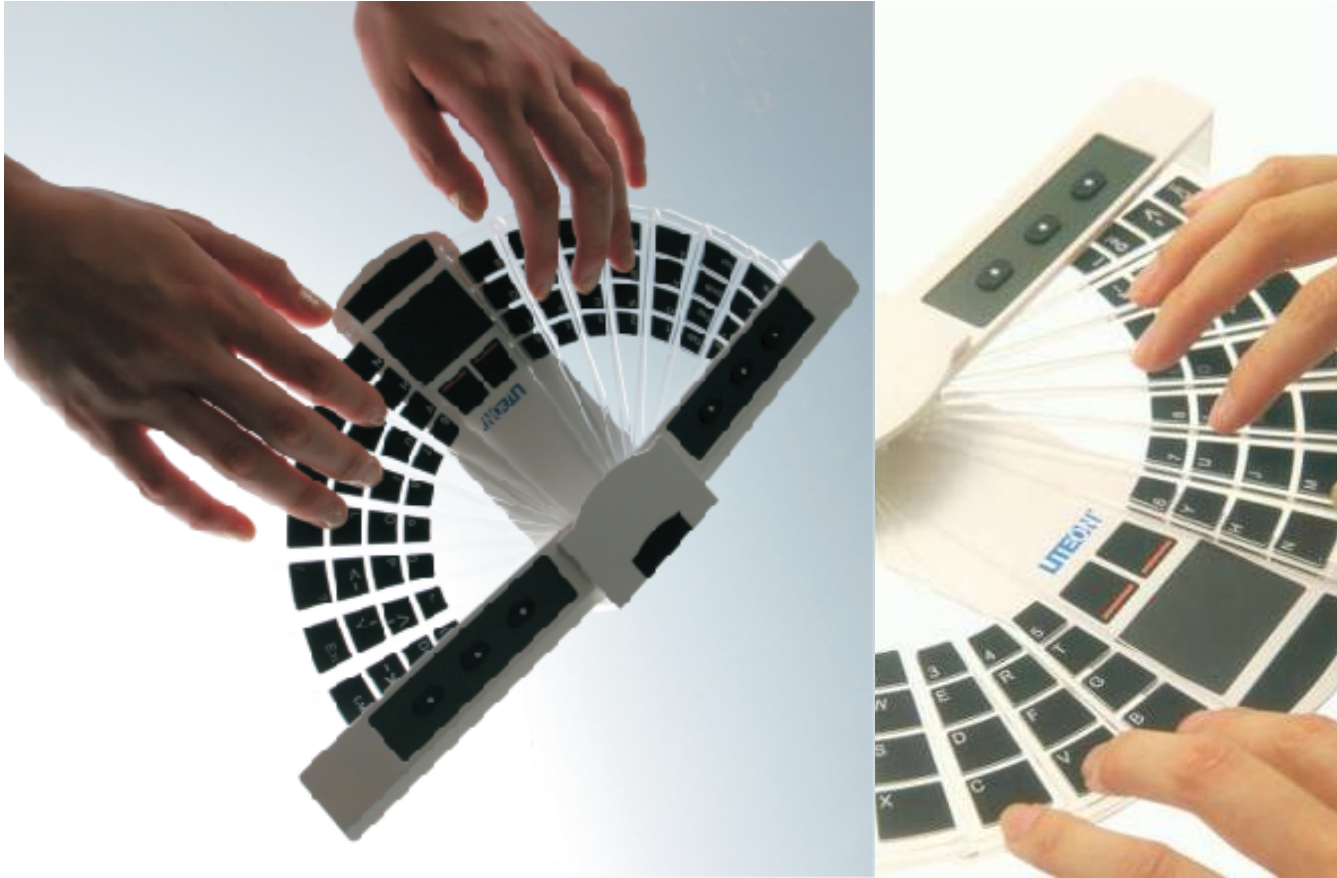


Cumulus International | Eco Grand Prize 2008 2008 CUMULUS 生态设计大奖

Joint Design Workshop with Konstfack 2007, 2010 EXPO Wetland Plaza



Nokia network competition 2008 | GOLDEN Prize 2008 NOKIA网络设计金奖



Portable Keyboard for **Lite-on Award 2005** | Second Prize 2005年光宝设计银奖(金奖或缺)



BruanPrize international Design Award 2005 | First Prize 2005年博朗设计大赛设计一等奖



Switch & Batteries

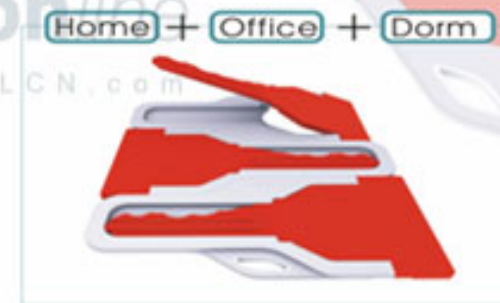
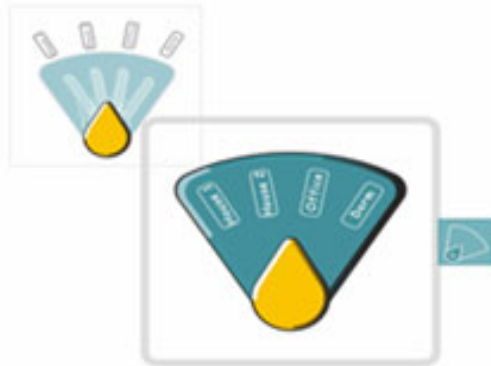
!

链上每一个小的扣件就是一个发光的LED灯,采用透明有机材料,开关和纽扣电池安装在拉链上。

用途: 用于帐篷上,作为临时照明工具解决受灾地区电力短缺无法提供光照的问题。灾难时夜间可以作为照明工具、求救信号。

优势: 方便携带,节约空间,具有自己独特的使用特点。

同济大学作品“ZIPLIGHT”获
'06 小泉国际学生照明设计竞赛 银奖



DUPONT Imagination Design Competition | First Prize 杜邦工程设计竞赛 一等奖



Designed in China, Made in Italy /上海设计,意大利制造; 米兰双年展参展作品

Alumni



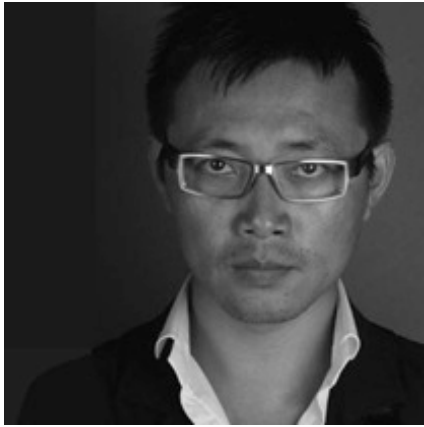
Lu Yongzhong 吕永中



Graduated: 1990年

Founder and Design Director of VEP Design
Founder and Chief Designer of BAMOO
Winner of Golden prize of IIDA (International Interior Design Award) 2012





YANG Wenqing 杨文庆



Graduated: 1991

Founder and Creative Director of LOE DESIGN
One of the first and best industrial design
consultancy in China.





Zhang Fan 张帆



Graduated: 1999

Designer of Benz A - CLASS
Designer of Benz
Design Director of GUANGZHOU
Automobile Group

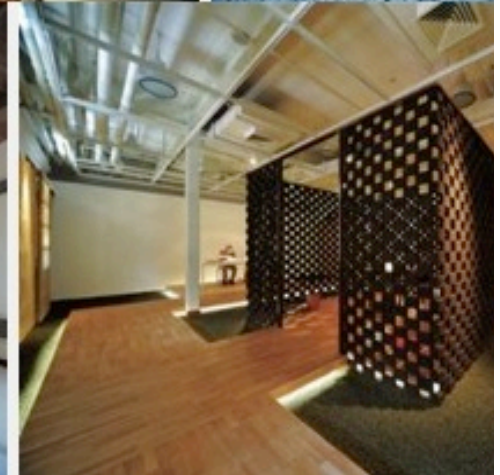


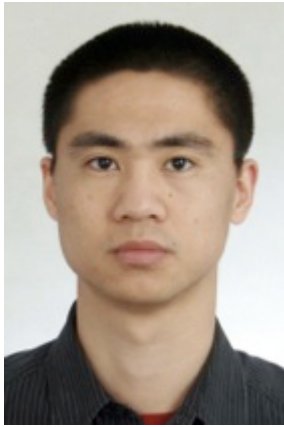


蒋琼耳 Jiang Qionger



Graduated 2000年
Founder and Chief Designer of "ShangXia"
A brand of HERMERS



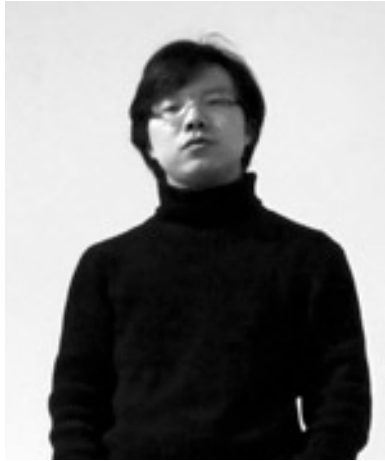


罗鞍 LUO AN

TEAMS ■ **DESIGN**

Graduated: 2000年
Founder and executive of TEAMS DESIGN
in Shanghai





达彦 DA YAN



Graduated: 2001年
Art Director of BEIJING Crystal CG
President of NOVATRIO

Target - liberty of london launch event



Target - fanta



novatrio - waves (external link)





Cathy Huang 黄蔚



Graduated: 2001年
Founder and President of ChinaBridge

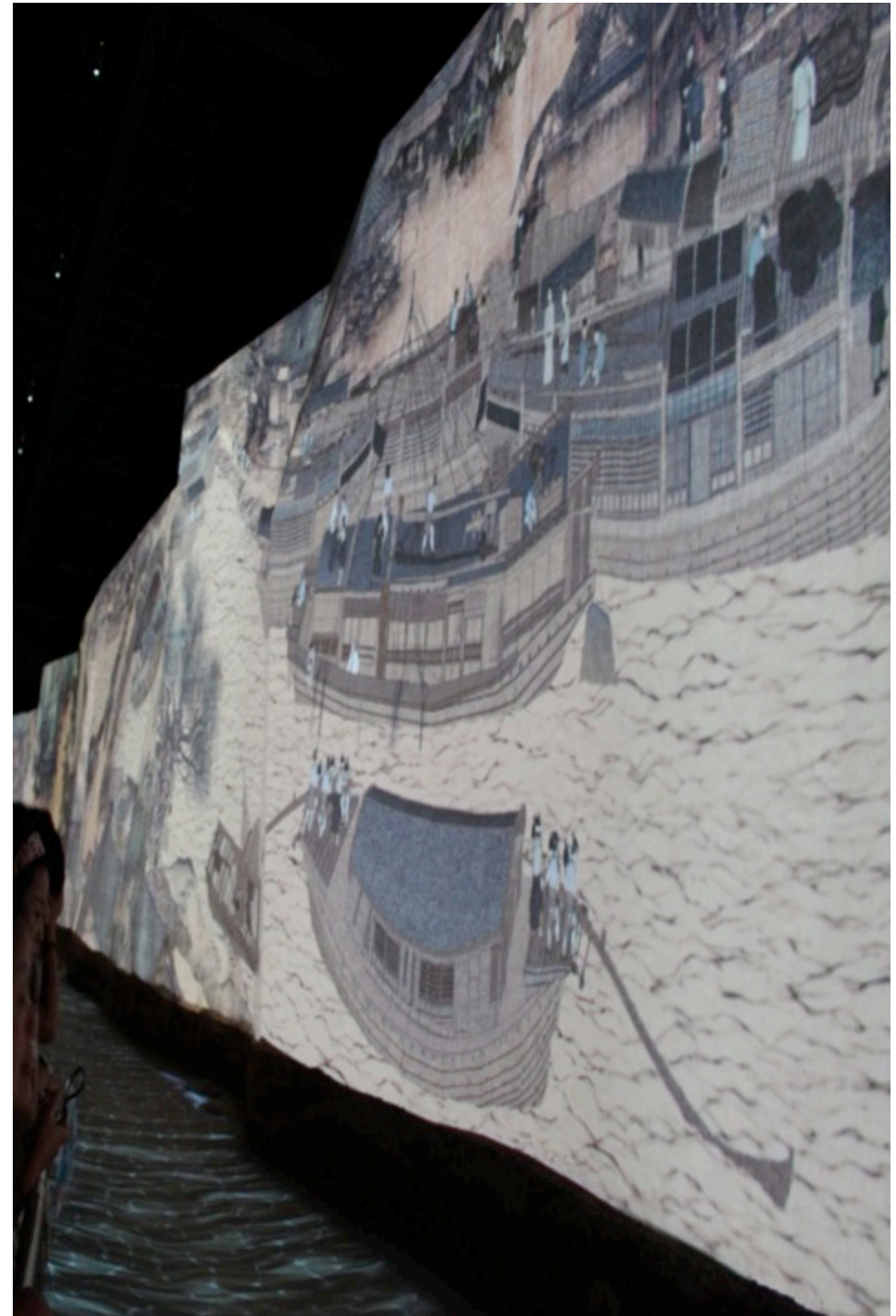




于正 YU Zheng



Graduated: 2003年
Chief Designer of Qing Ming Shanghe Tu
Of Shanghai World EXPO 2012
Design Director of Shanghai Crystal





宋晓峰 Song Xiaofeng

SONY

Graduated: 2001年
Senior Design director of Sony,
designer of SONY R10, etc.





宋奕君 Song YiJun

RICHEMONT

Graduated: 2007年
Designer of Richemont Group.





梁国鹏 Liang Guopeng



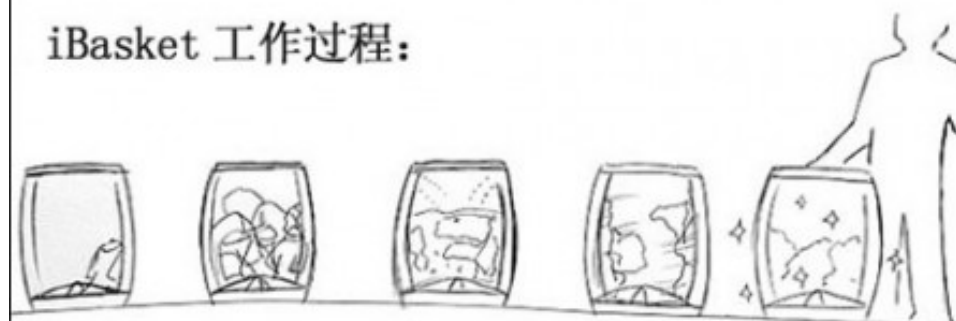
Graduated: 2007年

[Alibaba Cloud Computing](#)

[Visual Design Lead / Design Expert](#)



iBasket 工作过程:



iBasket

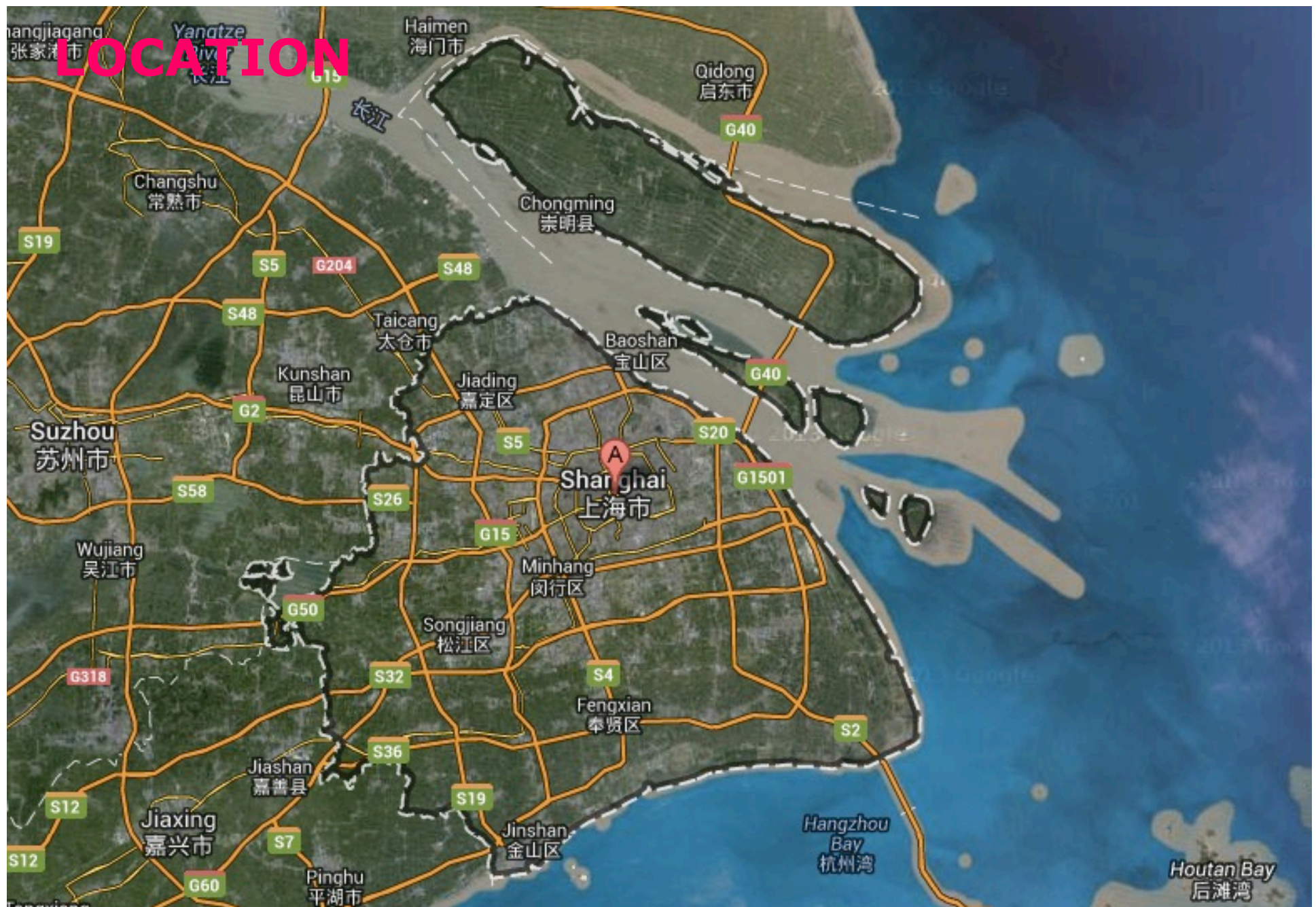
脏衣服储藏篮
保证不污染
室内空气

全自动
加洗衣粉、注水、
洗涤

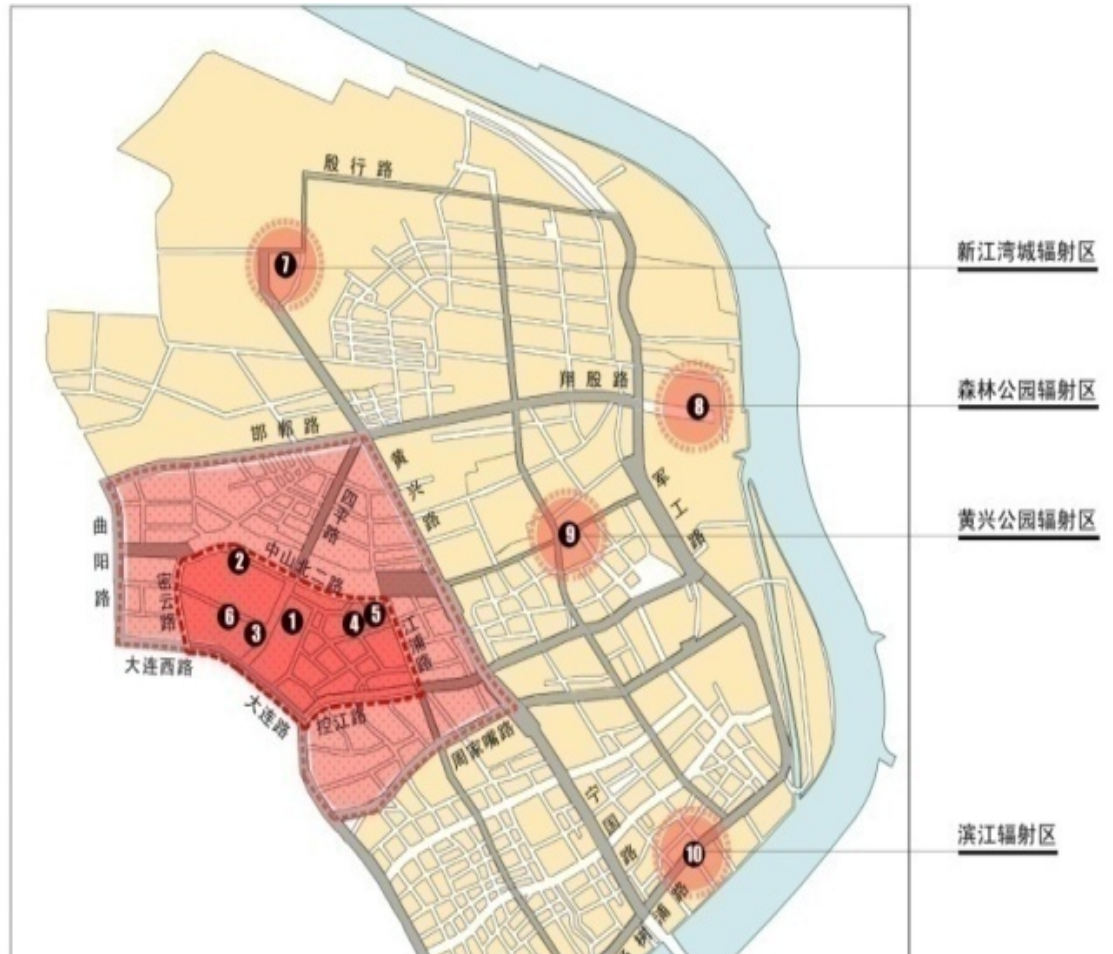
自动甩干

洗涤完成, iBasket
自动发信息到手机或
PC, 提醒用户晾晒

LOCATION



STRATEGIC PLAN



- | | |
|---------------------------|------------------------------|
| 1 同济大学新技术基地 | 6 同济大学科技园赤峰路孵化基地 2 号楼 |
| 2 上海国际设计中心 | 7 新江湾城辐射区—同济节能与新能源科技城 |
| 3 同济大学科技园赤峰路第二孵化基地 | 8 森林公园辐射区—同济新材料科学园 |
| 4 同济大学科技园彰武路孵化基地 | 9 黄兴公园辐射区—同济环保广场 |
| 5 同济设计软件园 | 10 滨江辐射区—同济设计产业园 |



NEW CAMPUS



NEW CAMPUS



THANKS

谢谢！