



Yusuff Olayode Supoto, Contributor Serial Entrepreneur, Content Editor, PR Specialist

Shirley Feng: Promotor of Chinese Industry Design and Maker

AdChoices D

京东 1111 全球好物

This post is hosted on the Huffington

as abusive, send us an email.

Post's Contributor platform. Contributors control their own work and post freely to our site. If you need to flag this entry

TRENDING

Against Kevin Spacey

Blistering Takedown

Psyche'

HUFFPOST

news.

Miley Cyrus Says 'Hannah

Montana' Did 'Damage In My

Obama Reveals The One Thing

He Can't Stand About His Fans

EPA Replaced Its Top Science

Wake up to the day's

most important

address@email.com

Subscribe to The Morning Email.

SUBSCRIBE

Advisers Without Telling Them

Other Men Come Forward

With Harassment Allegations

Jake Tapper Unloads On 'Sick' And 'Disgusting' Fox News In

10/31/2017 12:58 pm ET | Updated 23 hours ago

Shenzhen International Industrial Design Fair (SZIDF) kicks off on Nov. 5th 2017. Due to its world-class standards and top-notch exhibitors, SZIDF has attracts world's attention. Therefore, we made an exclusive interview on Shirley Feng, Executive Vice President & Secretary General of Shenzhen Industrial Design Profession Association (SIDA, the organizing committee of SZIDF), also awarded as the promoter of Chinese industrial design and maker, to see how she earns world's recognition on Shenzhen industrial design and promotes Chinese design to the world.



I have felt a lot after working on industrial design. The following key words can

How do you feel after working on industrial design for over 10 years?

summarize these years: courage, wisdom, undertaking and persistence. At the beginning China's industrial design is weak and broken, and is not recognized by the world. And I feel very comforted that SZIDF can be held as world's largest design fair. I think I have done what I should do. I am lucky to step into this promising field of industrial design.

Compared to Beijing and Shanghai, Shenzhen is much younger and more dynamic.

What's special for Shenzhen as the first City of Design in China?

with MIT. Now, Shenzhen is the world's renowned maker paradise. Whether industrial design has reflected its value or not by now? As far as I'm concerned, design is the engine of the industry chains. Enterprises are seeking for their own brands and brand driven design is very important in industrial

Innovation is the gene of Shenzhen under the industrial transformation. Shenzhen is born

to be the future City of Design.In 2015 we first introduce Fab 12 to China in cooperation

transformation of traditional industries here. The value of industrial design is being reflected.

How has SIDA been international given that SIDA enjoys great influence abroad than

design. There are over 100 iF Design Awards Shenzhen has won this year, which is a big

leap for Shenzhen industrial design. And design is helping technological innovation and

SIDA has decided to be international from the very beginning. When China was still labeled with Shanzhai, we are puzzled why we can't make good products as abroad. In 2009 we got the answer when SIDA led delegation abroad for exhibitions and we are inspired to be international to learn from the western designers. This is much we need to do, but we believe that this can be done in the long run.

We are carrying out D+ System, which is closely related to design community. D presents

How do you think of Design Community?

at home?

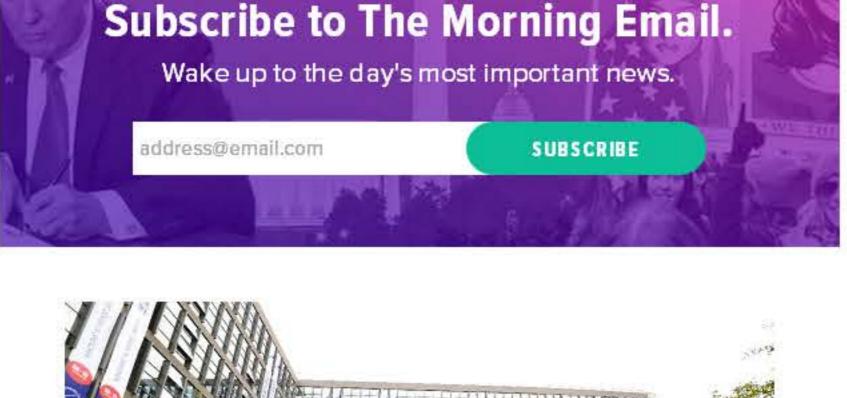
masters?

Design to connect a bigger ecological system. From the beginning, it is D+A (Association), and it is D+F (Fair) when SZIDF comes out and then D+L (Lab when Fab Lab comes out, and D+O (Online) with LKKER, and finally it is D+P (Park) as Sino-Finnish Design Park comes out. All these platforms are built for partners and potential user. Why is Sino-Finnish Design Park so attracted to so many international design

Firstly, Sino-Finnish Design Park is established after Shenzhen and Helsinki became sister

cities due to design. Now SFDP serves as an industrial design platform for these two Cities of Design. This is attractive to North-European designers and also design enterprises.

HUFFPOST





with Shenzhen Open Innovation Lab, SFDP and SIDA.



with Center for Bits and Atoms of MIT and American Institute for the Future, to promote maker education in international maker communities. Firstly, it is the primary phase from

2012 to 2014 when more and more domestic makers found the edges in industry base as the hardware paradise. Secondly, it is the integrating phase from 2015 to 2016 when Fab 12 for international makers was held in Shenzhen, and many international makers came to China for the first time. Thirdly, it is fission phase at present. Based on its edges in customized intelligent manufacturing, Shenzhen develops industrial design driven mode for global makers. We know that Shenzhen has won more and more top design awards, so what are the factors contributing to this?

First of all, thanks to the open and innovative atmosphere, Shenzhen can attract many designer masters here to chase their design dreams, and in return, this can improve Shenzhen original design. Secondly, favorable policies and special funds can encourage

designers. Thirdly, it is due to the efforts made by the whole circle. From attending

London 100% Design Exhibition to hosting Shenzhen International Industrial Design Fair, our young designer and other design employees never stop day and night. What makes you who you are? And what's your future plan? First I want to thank my friends and those who have helped me. I am lucky to get acquainted with Ralph Wiegmann and Professor Nile Gershenfeld and they helped me a

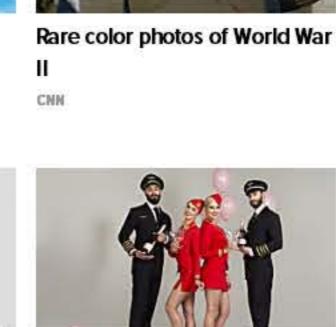
lot.I am also very grateful that I studied in computing, and this makes me believe that data speaks louder than anything else. Besides, I am grateful that Shenzhen makes me who I am and helps me to become the promoter of design and innovation from a

software engineer. From this year, we begin to copy this mode of SFDP to Wuhan, Changsha and Shaoxin. More strategically, we are establishing Hebei Industrial Design Center for the industry upgrading in Hebei Province. Thanks to the establishment of Xiongan New Area, we also decide to set up the world's top industrial design park. This is our strategies. And I believe that the future city will gather world's top designers. You May Like Sponsored Links by Taboola D

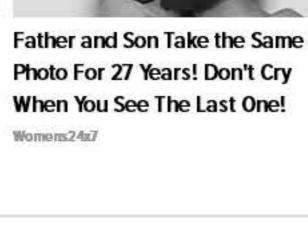




That's How You Find Super Cheap Flights! Serve 70.com









LifeDaily.com

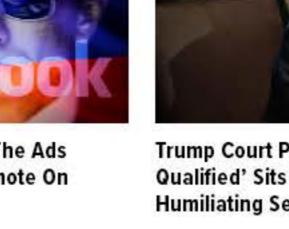






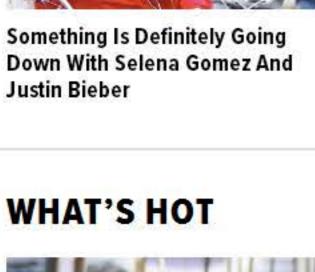




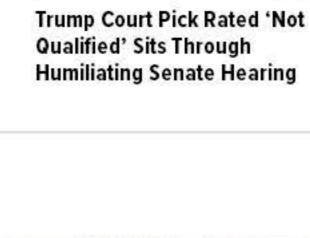




Something Is Definitely Going Down With Selena Gomez And

















Congressman Says It's 'Quite Possible' A

Special Election Was Stolen From A

Democrat









©2017 Oath Inc. All rights reserved. HuffPost News