



# 丝绸之路 女性创新设计大赛

Silk Road  
Women's Innovation Design Competition



## 丝路女性创新设计大赛 背景 Background

》》》 Silk Road Women's Innovation Design Competition



2017年首届丝绸之路女性创新设计大赛展览现场

The exhibition site of the first silk road women's innovative design competition in 2017

## 「绽放女性梦想 凝聚丝路智慧」 Achieve dream of women and collect wisdom of the Silk Road

为了激发女性设计创新活力，加快女性设计创新步伐，提升女性设计水平和设计竞争力，促进女性就业，2017年5月，陕西省妇联、西安市妇联和西安市碑林环大学创新产业带管委会等单位发起举办“丝绸之路女性创新设计大赛”。

In order to stimulate the vitality of female design innovation, accelerate the pace of female design innovation, enhance the level of female design innovation and design competitiveness, and promote female employment, Shaanxi Women's Federation, Xi'an Women's Federation and Management Committee of Xi'an BeiLin University-Based Innovation Industrial District and other groups & organizations initiated the "Silk Road Women's Innovation Design Competition" in May 2017.

截止目前，大赛已连续成功举办三届，全面展示了女性在社会、经济、文化等方面的设计智慧和敏锐视角，宣扬了广大女性积极参与一带一路建设和大众创业、万众创新的新气象。

Up to now, the competition has been successfully held for three consecutive years, fully demonstrating women's design wisdom and keen perspectives in social, economic, cultural and other aspects, and promoting the new trend of women's active participation in the construction of the Belt and Road and mass entrepreneurship and innovation.

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# 大赛

# 概況

Competition Overview

P01—P06



# 丝路女性创新设计大赛 概 况 Overview



Silk Road Women's Innovation Design Competition

## 1 大赛定位 Orientation

丝绸之路女性创新设计大赛是一项“立足陕西、面向全国、服务丝路”，以女性设计师和女性设计团队为参赛对象的专业设计赛事。通过为更多丝路女性设计成果搭建交流互鉴、务实合作的平台，形成女性参与‘大众创业，万众创新’的良好环境。

The Silk Road Women's Innovative Design Competition is a professional design competition based on "Shaanxi-oriented, nation-wide, and serving the Silk Road", with female designers and female design teams as participants. By building a platform for communication, mutual learning and pragmatic cooperation for more Silk Road women's design achievements, a good environment for women to participate in 'mass entrepreneurship and innovation' will be formed.



# 丝路女性创新设计大赛 概 况 Overview

》》》 Silk Road Women's Innovation Design Competition

## 2 大赛意义 Significance

### 「深化交流合作」

#### Deepen exchanges and cooperation

深化陕西及中国西部地区与一带一路其他地区之间交流与合作；

Deepen exchanges and cooperation between Shaanxi and western China and other regions along the Belt and Road;

### 「推动人才培养」

#### Promote personnel training

推动一带一路设计领域科研人才培养和设计文化、政策研究；

Promote the cultivation of scientific research talents in the design field of the Belt and Road Initiative and design culture and policy research;



### 「资源优势互补」

#### Complementary resources

促进一带一路沿线国家的设计资源优势互补，促进经济发展与社会进步；

Promote the complementarity of design resources of countries along the Belt and Road, and promote economic development and social progress.

### 「绽放女性梦想」

#### Achieve dream of women

焕发女性创业积极性，积极融入创新创业中，带动部分贫困地区增收致富。

Revitalize the enthusiasm of women in entrepreneurship, actively integrate into innovation and entrepreneurship, and promote income growth in some poor areas.

## 丝路女性创新设计大赛 概 况 Overview

》》》 Silk Road Women's Innovation Design Competition

### 3 组织机构 Organization

**主办单位Sponsors**：陕西省妇女联合会 Shaanxi Women's Federation；陕西省生态环境厅 Dept. of Ecology and Environment of Shaanxi Province；西安市妇女联合会 Xi'an Women's Federation；西安市碑林环大学创新产业带管委会 Management Committee of Xi'an BeiLin University-Based Innovation Industrial District

**承办单位Organizer**：西安设计联合会 Xi'an Design Union

**协办单位Co-organizer**：陕西省会展中心 Convention and Exhibition Center of Shaanxi Province；丝绸之路创新设计产业联盟 Innovation Design Alliance of Silk Road Economic Zone；中国工合国际委员会 International Committee for the Promotion of Chinese Industrial Cooperatives；（中国）《科技创新与品牌》杂志社 Sci-Tech Innovation and Brands Magazine；女友传媒集团 Women Friend Media Group；国际计划（美国）陕西代表处 International Plan (USA) Shaanxi Representative Office；国际青年绿色设计创新联盟 International Youth Green Design Innovation Alliance；丝绸之路妇女之家（法国、西班牙、哈萨克斯坦、乌兹别克斯坦、新西兰、尼泊尔、土耳其、突尼斯、拉脱维亚） Silk Road Women' s Home (France, Spain, Kazakhstan, Uzbekstan, New Zealand, Nepal, Turkey, Tunisia , Latvia)



# 丝路女性创新设计大赛 概 况 Overview

》》》 Silk Road Women's Innovation Design Competition

## 4 赛程安排 Schedule





# 丝路女性创新设计大赛 概 况 Overview



Silk Road Women's Innovation Design Competition

## 5 参赛内容 Competing content



### 「①工业产品类」 Industrial products

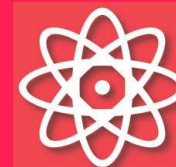
家居用品、办公用品、轻便交通、市政设施、3D打印、装备制造；医疗器械、生命科学、防疫检测设备、防护装备、3D打印技术应用等。

Household articles, office supplies, convenient transportation, 3D printing, manufacturing of equipment etc.

### 「②绿色生活类」 Green living

环境生活设计方案、绿色环艺产品、清洁能源项目、绿色发展项目设计或方案等。

Environment life design plan, green environmental art products, clean energy program, green development project design or plan etc.



### 「③文化创意类」 Cultural creativity

蕴含人文、历史、文化等内容工艺品（民间工艺制品、工艺美术品）、服装服饰、珠宝首饰、地方特色旅游纪念品、包装设计、宣传品、出版物设计、特色礼品等。

Crafts (folk handicrafts and art products), costume, jewelries, tourist souvenirs or packaging design, etc. with cultural and history contents.

**参赛对象 Entry Objects**：境内外中、高等院校、设计公司、科研机构、科技企业、女性创新设计个人及团队（企业及团队组成须有60%以上为女性；或设计者、领导者为女性），年龄不限。Middle and higher learning institutions, design companies, scientific research institutions, sci-tech corporations, women innovation design individuals and team in home and abroad (60% of the members of the corporations and teams shall be women; or designers and leaders shall be women), no requirement for age.

颁奖

典礼

Award Ceremony

P07—P19

一带一路 芳华之夜

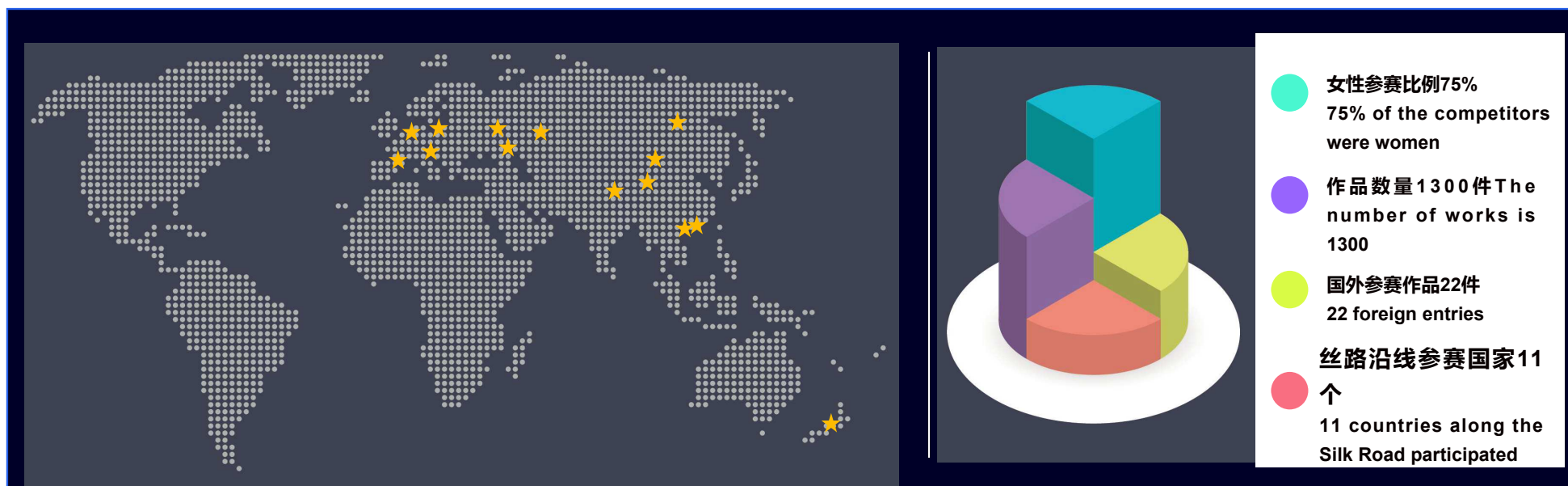
ROAD ON ONE NIGHT



# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

## 1 作品征集概况 Collection overview



大赛得到了陕西、北京、上海、天津、新疆、青海、甘肃、广东、江苏等22省市和香港、澳门地区的高校院所及社会组织，和丝绸之路沿线包括西班牙、法国、哈萨克斯坦、乌兹别克斯坦、新西兰、尼泊尔、土耳其、突尼斯、拉脱维亚等11个国家的妇女组织积极响应。

The competition received positive response from colleges and universities and social organizations in 22 provinces and cities including Shaanxi, Beijing, Shanghai, Tianjin, Xinjiang, Qinghai, Gansu, Guangdong and Jiangsu, Hong Kong and Macau as well as countries along the Silk Road including Spain, France, Kazakhstan, Uzbekistan, New Zealand, Nepal, Turkey, Tunisia, Latvia.



# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

## 2 2017第一届获奖作品 Award-winning works of 2017

### “丝路·女性 绿色·生活”

#### 2017丝绸之路女性创新设计大赛

2017 Silk Road Women's  
Innovation Design Competition

2017年陕西省妇女联合会会同各有关单位，在欧亚经济论坛——丝绸之路国际创新设计周期间举办“首届丝绸之路女性创新设计大赛”。

In 2017, the Shaanxi Provincial Women's Federation, together with all relevant units, held the "First Silk Road Women's Innovation Design Competition" during the Eurasian Economic Forum-Silk Road International Innovation Design Week.

工业设计

Industrial products





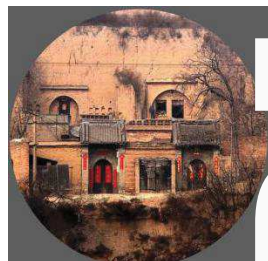
# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

》》》 Silk Road Women's Innovation Design Competition

## 2017第一届获奖作品 Award-winning works of 2017

### 绿色设计

#### Green Living



### 文创设计

#### Cultural Creativity



# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

## 颁奖典礼

Award ceremony



2017年9月21日，“指尖丝路·芳华之夜”首届丝绸之路女性创新设计大赛颁奖典礼在西安皇冠假日酒店举行。联合国妇女署驻华代表处、全国妇联以及来自法国、西班牙等境外丝绸之路妇女之家国际计划、中国工合等国际友好组织代表出席本次颁奖典礼。首届丝绸之路女性创新设计大赛参赛者来自甘肃、上海等7省（市）和香港特别行政区及法国、西班牙2个国家。参赛作品累计获得投票9.1万，浏览点击50万余次，移动端曝光量20万余次，得到了社会各界包括海外的广泛关注。

On September 21, 2017, the award ceremony of the first Silk Road Women's Innovation Design Competition was held at Crowne Plaza Hotel Xi'an. UN Women's Representative Office in China, All China Women's Federation, Silk Road Women's Homes (France and Spain), China Industrial Cooperation and other international friendship organizations attended the award ceremony. Participants come from 7 provinces (cities) including Gansu and Shanghai, Hong Kong SAR, and 2 countries including France and Spain. The entries have been voted 91,000 times, browsed and clicked more than 500,000 times, and exposed more than 200,000 times on the mobile end, which has attracted wide attention from all walks of life, including overseas.



# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

## 3 2018第二届获奖作品 Award-winning works of 2018

工业设计  
Industrial



“传承 创新 共融”

2018丝绸之路女性创新设计大赛

2018 Silk Road Women's  
Innovation Design Competition

2018第二届丝绸之路女性创新设计大赛以“传承、创新、共融”为主题，鼓励女性个人及女性为主团队参与，通过创新设计理念及产品展现了女性参与社会、经济、文化等方面的独特视角和聪明才智，具有开拓创新的深远意义。大赛面向社会各界女性和以女性为主的设计团队征集作品，共收到 189组作品。其中工业产品类作品49组，绿色生活类作品25组，文化创意类作品115组。参赛者来自全国17个省市，22所高校、50家企业，香港特别行政区，台湾地区及法国、土耳其、拉脱维亚3个国家参赛者参加。

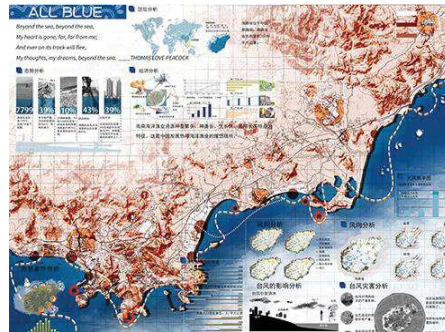
The Second Silk Road Women's Innovative Design Competition in 2018 collected works from women from all walks of life and female-oriented design teams. A total of 189 works were received. Among them, there are 49 groups of industrial products, 25 groups of green living, and 115 groups of cultural creative works. Participants come from 17 provinces and cities, 22 universities, 50 enterprises, Hong Kong SAR, Taiwan, France, Turkey and Latvia.

# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

》》》 Silk Road Women's Innovation Design Competition

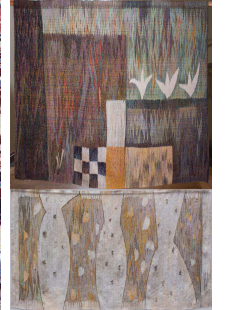
## 绿色设计

### Green Living



## 文创设计

### Cultural Creativity





## 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

2018年11月27日，第二届丝绸之路女性创新设计大赛颁奖典礼在2018丝绸之路创新设计高峰论坛上举行。中国工程院院士、丝绸之路创新设计产业联盟理事长、西安交通大学教授卢秉恒，加拿大工程院院士、天津大学教授顾佩华，中船集团首席技术专家严俊教授以及陕西省妇联副主席杨乐、西安市妇联主席李军、碑林区区长卢光文等“政产学研媒用金”代表近400人参加了活动，交流创新设计新成果、研讨创新设计新理念，凝聚创新设计新资源、探索创新设计新机遇。

On November 27, 2018, the award ceremony of the Second Silk Road Women's Innovation Design Competition was held at the 2018 Silk Road Innovation Design Summit Forum. Nearly 400 people participated in the event, including Academician of the Chinese Academy of Engineering, Chairman of the Silk Road Innovation Design Industry Alliance, Professor Lu Bingheng of Xi'an Jiaotong University, Academician of the Canadian Academy of Engineering, Professor of Tianjin University Gu Peihua, Chief Technical Expert of China Shipping Group Professor Yan Jun and Shaanxi Women's Federation Vice-chairman Yang Le, Xi'an Women's Federation Chairman Li Jun, Beilin District Mayor Lu Guangwen and other representatives.



# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

## 4 2019第三届获奖作品 Award-winning works of 2019

“设计  
让生活更美好”

### 2019丝绸之路女性创新设计大赛

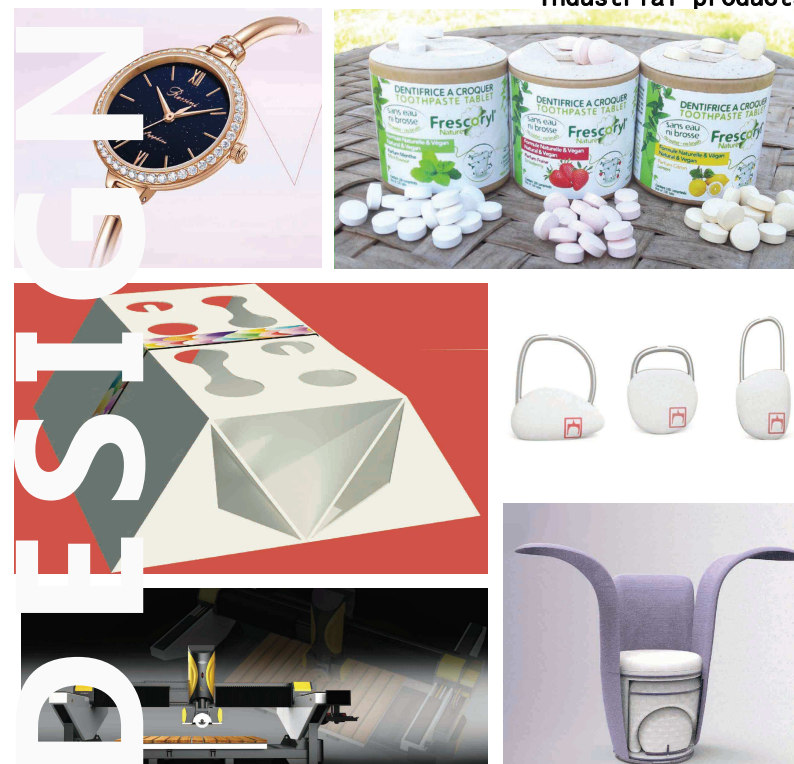
2019 Silk Road Women's  
Innovation Design Competition

2019年第三届丝绸之路女性创新设计大赛是欧亚经济论坛分论坛——丝绸之路国际创新设计周的一项重要活动。大赛于5月12日启动以来，面向社会各界女性和女性为主的设计团队征集作品，共收到209组作品。参赛者年龄最小的19岁，最大的80岁。共有25家学院，51家单位参赛。参赛者中，既有在校大学生，也有专业设计师，也有民间艺人和公司老板。三类作品累计获得投票21012票。大赛页面浏览量达95246余次，移动端曝光量91495余次，大赛引起了海内外社会各界的广泛关注。

The 3rd Silk Road Women Innovative Design Competition 2019 is an important event of the Eurasian Economic Forum Sub-Forum-Silk Road International Innovation Design Week. Since the competition was launched on May 12, it has collected 209 sets of works from female and female-oriented design teams. The youngest participant is 19 years old and the oldest is 80 years old. A total of 25 colleges and 51 units participated. Participants included not only college students, but also professional designers, folk artists and company bosses. The competition attracted widespread attention from all walks of life at home and abroad.

工业设计

Industrial products





# 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

》》》 Silk Road Women's Innovation Design Competition

## 绿色设计

### Green Living



## 文创设计

### Cultural Creativity



## 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

2019年9月9日，第三届丝绸之路女性创新设计大赛颁奖典礼在“2019欧亚经济论坛——丝绸之路国际创新设计周”开幕式上举行。本届大赛以“设计让生活更美好”为主题。共颁发文化创意、工业产品、绿色生活三大类领域奖项共计一等奖3名，二等奖6名，三等奖9名。参赛者来自全国20个省市，25所高校、67家企业、港特别行政区、台湾地区及法国、拉脱维亚积极参与，得到了海内外丝路沿线地区的众多女性设计人才及友好组织的积极响应和鼎力支持。三类作品累计获得投票21012票。大赛页面浏览量达95246万余次，移动端曝光量91495余万次，大赛得到了社会各界包括海外的广泛关注。

On September 9, 2019, the award ceremony of the Third Silk Road Women's Innovation Design Competition was held at the opening ceremony of "2019 Eurasian Economic Forum-Silk Road International Innovation Design Week". The theme of this competition is "Design makes life better". A total of 3 first prizes, 6 second prizes and 9 third prizes were awarded to the three major categories of cultural creativity, industrial products and green living. Participants were from 20 provinces and cities across the country, 25 universities, 67 companies, the Hong Kong Special Administrative Region, Taiwan and France, Latvia actively participated, and the competition drew a positive response from and were supported by many female design talents and friendly organizations along the Silk Road at home and abroad . Three types of works received a total of 21012 votes. The page views of the contest reached more than 95.246 million times, and the exposure on the mobile terminal was more than 91.495 million times. The competition has received extensive attention from all walks of life, including overseas.





## 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

》》》 Silk Road Women's Innovation Design Competition

### 5 境外交流颁奖

Visiting winners outside China

2018年12月20-22日，陕西省妇联副主席杨乐率领陕西妇女代表团一行5人首次赴拉脱维亚开展友好交流活动，与第二届丝绸之路女性创新设计大赛工业类产品二等奖和文化创意类三等奖拉脱维亚获得者会面并颁发了证书、奖杯和奖品。双方组织达成共识将在2019年加强信息沟通和合作互动，凝聚丝路女性力量，搭建“一带一路”妇女民间合作的桥梁，为未来妇女组织、企业家、院校之间的合作发展奠定了基础。



On December 20 to 22, 2018, Yang Le, vice president of Shaanxi Women's Federation, led a five-member Shaanxi women delegation to Latvia for the first time. They met with the Latvian winners of the second prize of industrial products and the third prize of cultural creativity in the second Silk Road Women's Innovation Design Competition, and presented certificates, trophies and prizes. Both organizations reached a consensus that we will strengthen information communication and cooperation and interaction in 2019, consolidate women's power on the Silk Road, and build a bridge for women's non-governmental cooperation along the Silk Road, laying a foundation for future cooperation and development between women's organizations, entrepreneurs, and colleges. .

## 丝路女性创新设计大赛 颁奖典礼 Award Ceremony

Silk Road Women's Innovation Design Competition

2018年12月23日至27日陕西省妇联副主席杨乐率领的陕西妇女代表团访问土耳其。代表团分别会见了土耳其中国妇女文化友好协会主席唐·阿泰克女士和安卡拉大学校长埃尔坎·伊比什教授及其夫人，在安卡拉大学举办了“我的家乡在古丝绸之路的起点——陕西省女摄影家协会会员作品展”和“2019年丝绸之路博览会暨指尖上的丝绸之路-国际手工业及家庭服务业产品展览”和“第三届丝绸之路女性创新设计大赛”的推介活动。

From December 23 to 27, 2018, Shaanxi Women's Delegation headed by Yang Le, Vice President of Shaanxi Women's Federation visited Turkey. The delegation met with Ms. Tan Atac, chairman of the Turkish Chinese Women Cultural Friendship Association, and Professor Elkan Ibis, the president of Ankara University, held *My Hometown is on the Starting Point of Ancient Silk Road: Shaanxi Provincial Women Photographers Association Member Exhibition* and the Promotion activities of *Silk Road Expo 2019* and *Silk Road on Fingertips: International Handicraft and Family Services of Product Exhibition* and *The 3rd Silk Road Women's Innovation Design Competition*.



# 宣传 效果

Publicity Effect  
P20—P21





# 丝路女性创新设计大赛 宣传效果 Publicity Effect

Silk Road Women's Innovation Design Competition

## 「宣传策略」 Publicity Strategy

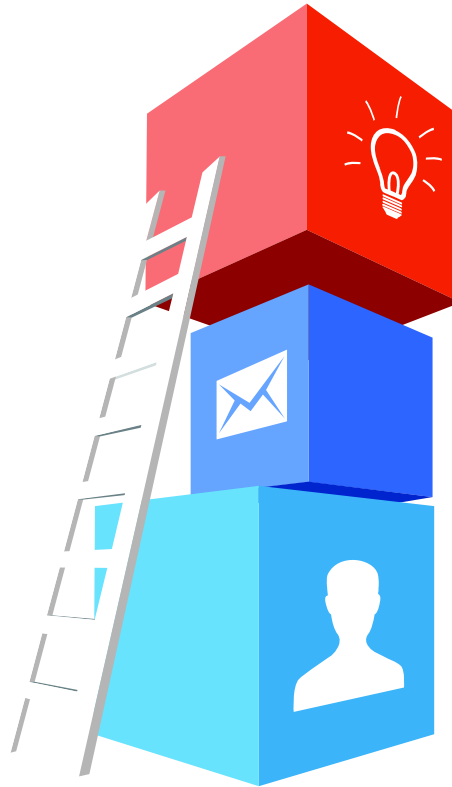
依托纸、视、网媒以及移动媒体等，采取官媒+门户网站+自媒体+专媒全方位立体式整合传播，让更多专家、企业和个人聚焦大赛。

Relying on paper, video, online media and mobile media, it adopts a comprehensive three-dimensional integrated communication of official media + portal website + self-media + special media to allow more experts, enterprises and individuals to focus on the competition.

## 「官媒报道」 Official Media Report

联合新华社、中国日报、人民网、中国科协官方杂志《科技与品牌杂志》及专业媒体《世界建筑》等 70 多家国家、省、市及国际主流媒体参与，报道次数超过 100 余次。同时“丝设周”展览板块专题对获奖作品进行了展示。

More than 70 country-level, provincial level and city-level mainstream media and international media participated in , including Xinhua News Agency, China Daily , People's Daily Online, China Science and Technology Association's official magazine Technology and Brand Magazine and professional media World Architecture, reports more than 100 times.



## 「网络报道」 Network Report

此次活动百度词条搜索量高达约1,080,000次，宣传效果显著。参赛作品在陕西省妇女联合会的秦女子之声网站活动版块内进行展示和为期10天的网络投票，页面浏览量达95246余次，移动端曝光量91495余次。大赛专题页面浏览量达60万余次，得到了社会各界包括海外的广泛关注，大赛影响力巨大。

The search volume of Baidu entries in this event was about 1,080,000 times, and the publicity effect was remarkable. Entries were displayed in Shaanxi Women's Federation Qin Girls' Voice website activity section and a 10-day online vote was also held. This website had more than 95,246 page views and 91,495 mobile exposures. The competition special website page has been viewed more than 600,000 times, and it has received extensive attention from all walks of life, including overseas. The competition has a huge influence.

# 丝路女性创新设计大赛 大赛亮点 Highlights

Silk Road Women's Innovation Design Competition

## 1 女性视角切入设计创新，明确而又广泛的受众基础

Female perspective cuts into design innovation, clear and broad audience base

大赛是专门为丝路女性发展成果搭建交流互鉴、务实合作平台大赛，因此吸引了来自众多国内外高等院校、设计公司、科研机构、科技企业、女性创新设计个人及团队参加。三届大赛大力打造“丝绸之路”品牌的同时，定期组织举办妇女手工艺品技能培训，通过与境内外友好组织联建“丝绸之路妇女之家”，促进妇女创业就业和妇女民间对外交流，推动妇女手工产业发展。

The competition is for building exchanges and mutual recognition and practical cooperation platforms for the development of women on the Silk Road. Therefore, it attracts many universities and colleges, design companies, scientific research institutions, scientific and technological enterprises, female innovative design individuals and teams from home and abroad to participate. While vigorously building the Silk Road brand in the three competitions, it regularly organizes handicraft skills training for women, establishes Silk Road Women's Home with domestic and foreign organizations to promote women's entrepreneurship and employment, women's foreign exchanges and the development of women's handicraft industry.



# 丝路女性创新设计大赛 大赛亮点 Highlights

Silk Road Women's Innovation Design Competition

## 2 高起点、高平台、高含金量 High starting point, high platform, high gold content

活动过程中，大赛获得了联合国妇女署、全国妇联、陕西省委省政府领导的大力支持，包括境外14个国家手工艺者和文化官员及联合国相关工作的代表参与大赛启动仪式和颁奖仪式。

In the course of the event, the competition received great support from UN Women, the leaders of All China Women's Federation, Shaanxi Provincial Party Committee and Provincial Government. Craftsmen and cultural officials from 14 overseas countries and representatives of the relevant work of the United Nations have participated in the ceremony and award ceremony.





## 丝路女性创新设计大赛 大赛亮点 Highlights

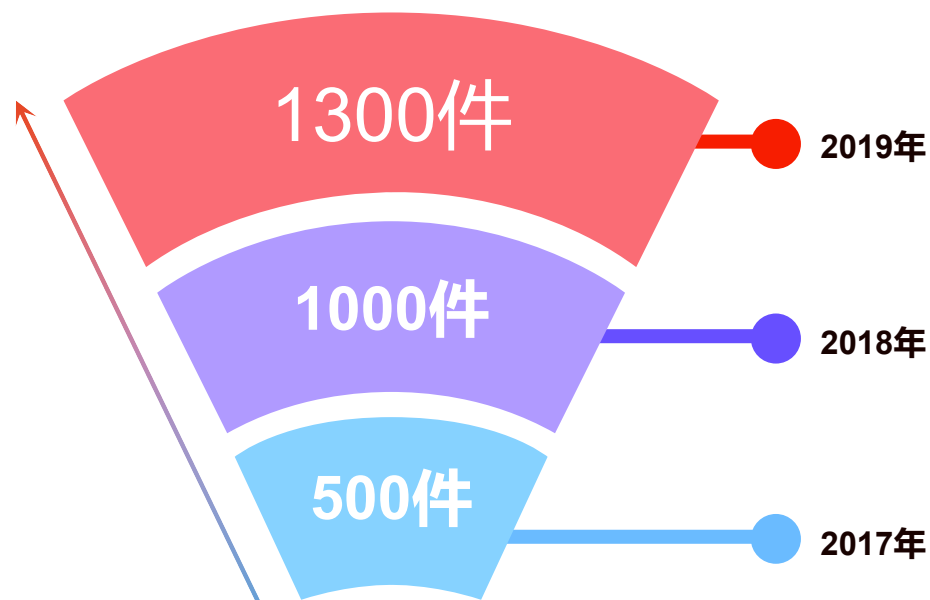


### 3 作品质量高、数量多，并呈现持续上升的趋势

High quality, large quantity, and shows a continuous upward trend

作品质量和数量连续三年节节攀升，作品从第一届的500余件到第二届的1000余件，再到稳步增长的1300件，得到了境内外众多女性设计人才及友好组织的积极响应和鼎力支持。参赛作品实用性也更强，更加符合社会潮流与热点，包含家居用品、办公用品、3D打印、环境生活设计方案、绿色环艺产品、清洁能源项目、绿色发展项目设计或方案，蕴含人文、历史、文化等内容工艺品等众多领域，充分体现了女性在社会、经济、文化等各个领域的设计智慧。

The quality and quantity of works have been rising for three consecutive years. From 500 pieces in the first competition to more than 1,000 pieces in the second competition, and to a steady increase of 1300 pieces, the works have been actively responded and strongly supported by many female design talents and friendly organizations from home and abroad. Entries are more practical and more in line with social trends and hot spots, including household items, office supplies, 3D printing, environmental life design solutions, green environmental art products, clean energy projects, green development project designs or programs, including humanities and history, culture and other content crafts and many other fields fully embodies women's design wisdom in various fields such as society, economy and culture.



# 丝路女性创新设计大赛 大赛亮点 Highlights

## Silk Road Women's Innovation Design Competition

### 4 广泛整合媒体资源，宣传效果极佳

Comprehensive integration of media resources, excellent propaganda effect

采取官媒+门户网站+自媒体+专媒全方位立体式整合传播，联合主流媒体新华社、中国日报《China Daily》、人民网、中国科协官方杂志《科技与品牌杂志》及专业媒体《世界建筑》等 70 多家国家、省、市及国际媒体参与，报道次数超过100 余次，官网大赛专题页面浏览量达60万余次，百度词条搜索量高达约108万次，得到了社会各界包括海外的广泛关注，大赛影响力巨大。



Adopt official media + portal + self-media + special media all-round three-dimensional integrated communication. More than 70 country-level, provincial level, and city-level mainstream media and international media participated in, including Xinhua News Agency, China Daily, People's Daily Online, China Science and Technology Association's official magazine *Technology and Brand* and professional media *World Architecture*, reports more than 100 times. The official website of competition has been viewed more than 600,000 times, and Baidu entries searched up to about 1.08 million times. It has received widespread attention from all walks of life including overseas, and the competition has a huge influence.



# 丝路女性创新设计大赛 大赛亮点 Highlights



## 5 大赛成果产业落地并在国际上展示 Competition achievements industry landing and displaying internationally

2019年8月28日，大赛登上于美国盐湖城召开的联合国民间社会会议展会，向来自全世界的社会组织代表展示了来自中国的“丝绸之路女性创新设计大赛”。此次在联合国舞台进行宣传与展示，得到了来自多个国家众多民间社会组织的关注与支持。

On August 28, 2019, the competition boarded the United Nations Civil Society Conference and Exhibition held in Salt Lake City, the United States, and presented the Silk Road Women's Innovation Design competition from China to representatives of social organizations from around the world. The publicity and display on the UN stage this time has won the attention and support of many civil society organizations from many countries.





# 丝路女性创新设计大赛 大赛亮点 Highlights

Silk Road Women's Innovation Design Competition

## 产业落地实例一： Example One



### 环保水瓶 传递大爱 Green bottles, Share love

香港诚信行贸易有限公司董事、品牌创始人王咏仪女士。她的作品「Lexngo 共享·爱」水瓶漂洋过海，装满了对祖国深沉的爱。“Lexngo共享·爱”水瓶，产品设计新颖独特，外型美观，因适应不同场合而改变容量和大小，能配合环保概念，深受香港地区用户喜爱。王咏仪借作品向公众传达一种绿色环保的生活理念，希望改变大众一贯的生活模式,进而向大众推广绿色生活相关讯息。

Ms. Wang Yongyi, director and brand founder of HKTDC. Her work Lexngo Sharing-Love water bottle floats across the ocean, full of deep love for the motherland. The Lexngo Sharing · Love water bottle has a novel and unique product design and beautiful appearance. It changes its capacity and size due to adapting to different occasions. It can cooperate with environmental protection concepts and is deeply loved by users in Hong Kong. Wang Yongyi uses her works to convey a green and environmentally friendly life concept to the public, hoping to change the general lifestyle of the public and promote green life-related messages to the public.

## 产业落地实例二： Example Two



### “缝纫妈妈”靠针线实现在家就业 Sewing mother achieves employment at home by needle and thread

“点字袋”在第三届的丝绸之路女性创新设计大赛中，取得了第二名的好成绩，团队设计师李汉南设计如何用盲文的点去代替装饰，配合团队成员以“缝纫妈妈”手作的方式，大胆创新，结合实用性与美观的原则，融合女性独特的设计思路，最后得到一个既美观、具有女性特色，又兼具理论意义与市场生产价值的作品。目前，这种包袋在香港订单量也很大，完美的将女性智慧与劳动价值融入商业体系之中。Braille Bag won the second place in the third Silk Road Women's Innovation Design Competition. The designer Li Hannan, who designed how to use Braille dots to replace the decoration, and cooperate with the team members to follow the hand-made approach, of Sewing mother ,bold innovated, combined with the principles of practicability and beauty, combined with women's unique design ideas, and finally got a work that is both beautiful and feminine, but also has theoretical significance and market production value. At present, the orders of this kind of bags in Hong Kong are also very large, perfectly integrating women's wisdom and labor value into the business system.

## 丝路女性创新设计大赛 大赛亮点 Highlights



Silk Road Women's Innovation Design Competition

### 产业落地实例三： Example Three

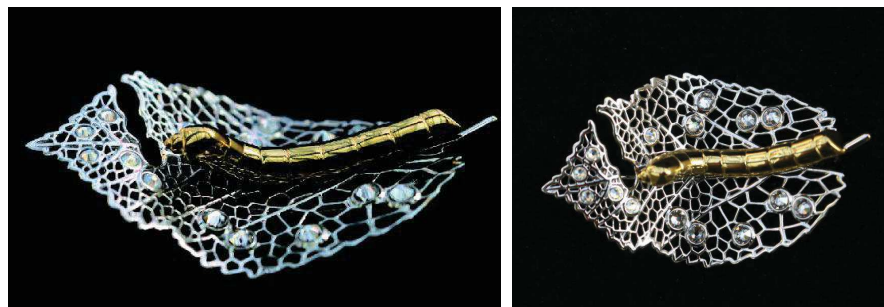


#### 老曲新唱 生命蓬勃 Industry landing example three

陕西武功县馨绣民间手工布艺开发有限公司计清团队参赛的十二生肖布艺，在保留文化形式的基础上，创新设计，团队匠心策划、精心制作，一个个生肖色彩鲜艳，造型生动活泼，栩栩如生，既妙惟肖，又古朴典雅，不仅绿色环保，又融入时尚元素，又了观赏和收藏价值，深受广大消费者的青睐。

Xinxiu Folk Handmade Fabric Development Co., Ltd. in Shaanxi Wugong County ,counts the 12 Zodiac fabrics that the team participated in. Based on the preservation of the cultural form, innovative design, team ingenuity planning, elaborated, the colors of the Zodiac are bright, the shape is lively and lifelike It is not only beautiful but also simple and elegant. It is not only green and environmentally friendly, but also incorporates fashion elements, and it also has the value of viewing and collecting, which is deeply favored by consumers.

### 产业落地实例四： Example Four



#### 丝路文化 联心纽带 Silk Road Culture linked to heart

参加首届大赛并获得工业设计一等奖的设计师范燕燕，她的获奖作品《蚕花桑叶》3D打印胸针，被选为二十国集团妇女会议礼品。桑蚕文化是丝绸之路的一个缩影，这个作品让人文精神的形象鲜活起来。并且范燕燕的作品《EAWC》与《自由自在》分别被作为礼物送给美国前总统奥巴马与他的夫人。她设计的《十二生肖》也成为传承中国文化的礼品代表，赠予了联合国前秘书长潘基文先生。是丝绸之路上优秀女性设计师的代表。Fan Yanyan, the designer who participated in the first competition and won the first prize in industrial design, her 3D printed brooch, the Silkworm Flower Mulberry Leaf, was selected as a gift for the Women 20 Conference. The silkworm culture is a microcosm of the Silk Road. This work makes the image of the cultural spirit come alive. And Fan Yanyan's works *EAWC* and *Freedom* were given as gifts to former US President Barack Obama and his wife respectively. The *Zodiac* that she designed also became a gift representative of Chinese culture, and was presented to Mr. Ban Ki-moon, former Secretary-General of the United Nations. She is a representative of outstanding female designers on the Silk Road.



大赛

前景

Competition prospects

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# 丝路女性创新设计大赛 大赛前景 Prospects

Silk Road Women's Innovation Design Competition

大赛现已纳入“欧亚经济论坛—丝绸之路国际创新设计周”系列活动，自启动以来得到了国内外机构及个人的广泛好评。The competition has now been included in the Eurasian Economic Forum-Silk Road International Innovation Design Week series of activities, and has been widely praised by domestic and foreign institutions and individuals since it launched.

未来我们将从以下三点着手：In the future, we will start with the following three points:



## 提质增效

Improve quality and increase efficiency

总结经验教训，认真分析、正确导向创意，制定科学的新方案，按计划、有步骤的推进大赛品牌建设，确保大赛每年都能提高质量和效益。Sum up experience and lessons, carefully analyze and correctly guide creativity, formulate scientific new plans, and promote the brand construction of the competition according to the plan and steps to ensure that the competition can improve quality and efficiency each year.

## 平台化发展

Platform development

建立平台化大赛系统，即从特色大赛、运营模式、平台架构这三个系统实现平台搭建、优化。结合互联网智能技术，实现大赛的持续创新和动态优化，从而将丝绸之路女性创新设计大赛打造成为女性设计师的设计作品的展示、交易平台。Establish a platform competition system, that is, build and optimize the platform from the three systems of feature competition, operation mode, and platform architecture. Combined with Internet intelligent technology, the continuous innovation and dynamic optimization of the competition will be realized, so that the Silk Road Women's Innovation Design Contest will be built into a display and trading platform for female designers' design works.

## 打造品牌

Build the brand

整合丝绸之路女性设计专家智库资源，充分发挥一带一路区位优势，把女性设计人才和地区发展特点结合起来，共同推动设计产业合作，促进更多的科技成果转化，将大赛打造成为丝绸之路地区女性设计创新的专业品牌赛事。Integrate Silk Road female design expert idea tank resources, give full play to the location advantages of the Belt and Road Initiative, combine female design talents with regional development characteristics, jointly promote design industry cooperation, promote more scientific and technological achievements transformation, and turn the competition into a Silk Road region Women's design and innovative professional brand events.

# 各方 评价

Evaluations

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# 丝路女性创新设计大赛 各方评价 Evaluations



Silk Road Women's Innovation Design Competition



“以创新设计为切入点来突出女性风采，将女性在创新设计领域所发挥的活力和所做出的贡献展示出来，推广出去。”

——丝绸之路创新设计产业联盟常务副理事长陆长德



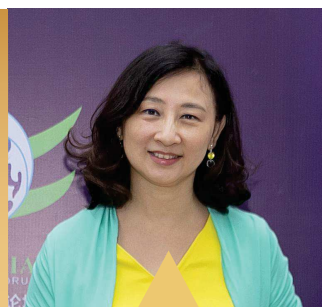
参加这次大赛，不只是让我们看到世界，更让我们看到自己在其中的位置。

——范燕燕丝绸艺术中心总设计师



通过剪纸把陕北的文化推向全国，推向世界，让更多的人了解陕北文化。

——省级非物质文化遗产传承人、陕西省工艺美术大师曹毛女



“我觉得设计一定要有实际意义，饱含助人向善的心意，产品才会显得更加美丽。”

——香港“爱连心”基金的梁丽萍

大赛为中外妇女打开了一扇相互沟通了解的窗口，对在全社会倡导男女平等、创新创造，激发女性创新创业活力。

——全国妇联联络部副部长宋文艳



通过为更多丝路女性发展成果搭建交流互鉴、务实合作平台，形成女性参与‘大众创业，万众创新’的良好环境。

——陕西省妇联主席龚晓燕谈



“大赛以传承、创新、共融为主题，是一个很好的设计成果交流平台。”

——获奖者格力电器设计师冯金梅





# 丝路女性创新设计大赛 各方评价 Evaluations



Silk Road Women's Innovation Design Competition



"Innovative design is used as an entry point to highlight women's style, and to show and promote the vitality and contributions of women in the field of innovative design."  
——Lu Changde, Executive Vice Chairman of the Silk Road Innovation Design Industry Alliance



Participating in this competition not only allows us to see the world, but also allows us to see our place in it.

——Fan Yanyan Chief Designer of Silk Art Center



Through paper-cutting, the culture of Northern Shaanxi is promoted to the whole country and the world, so that more people can understand the culture of Northern Shaanxi.

—— Cao Maonv, a heir to the provincial-level intangible cultural heritage and a master of arts and crafts in Shaanxi Province



I think that the design must have practical significance, and the intention of helping others will make the product look more beautiful.

——Liang Liping of Hong Kong Love Link Hearts Fund

The competition opened a window for mutual communication between Chinese and foreign women, and advocated equality between men and women, innovation and creativity in the whole society, and stimulated the vitality of women in innovation and entrepreneurship.  
——Song Wenyan, Deputy Minister of the Liaison Department of the All China Women's Federation



A good environment for women to participate in Mass entrepreneurship and innovation will be formed by building an exchange and mutual learning and pragmatic cooperation platform for more Silk Road women's development achievements .  
——Gong Xiaoyan, Chairman of Shaanxi Provincial Women's Federation



The theme of the competition is inheritance, innovation and integration, and it is a good platform for the exchange of design achievements.

——Feng Jinmei, designer of Gree Electric Appliances

