

# NEXT

DESIGNING EDUCATION  
LEARNING FROM THE NEXT CITY

# 未来

设计教育  
从未来城市学习

dutch ▶ design ▶ fashion ▶ architecture

FRAME3



# NEXT

DESIGNING EDUCATION  
LEARNING FROM THE NEXT CITY

NEXT is an initiative by Dutch Design Fashion Architecture to stimulate interdisciplinary, intercultural collaborations in design education. Its first project, The Next City Joint Studio, was held in 2010 in Rotterdam and Beijing, in collaboration with The Why Factory, Delft University of Technology, Central Academy of Fine Arts (CAFA), ArtEZ Institute of the Arts, Beijing Institute of Fashion Technology, Design Academy Eindhoven, Sandberg Institute, and Tsinghua University.

In the context of a rapidly changing world marked by high-speed urbanization, this publication presents reflections on the future of design education, and the results of the Next City Joint Studio. It was presented at Beijing Design Week 2011, together with an exhibition and conference.

dutch ▶ design ▶ fashion ▶ architecture

# 未来

设计教育  
从未来城市学习

“未来”项目是由“荷兰设计时装与建筑计划”发起，意在促进设计教学中的跨学科、跨文化合作。2010年在鹿特丹和北京举办的未来城市合作工作室是此项目的第一项主题。合作方为：代尔夫特理工大学为什么工厂、中央美术学院、阿尔特兹艺术大学、北京服装学院、埃因霍芬设计学院、桑德伯格艺术学院和清华大学美术学院。

在一个由快速城市化推动的日新月异的  
世界里，本书体现了人们对未来设计教育的思考  
和未来城市合作工作室的研究成果。它在2011年  
北京设计周期间，与展览和发布会一起亮相。

FRAME



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未来城市，未来教育

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未来居民

从学生们身上学到的

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PART 1  
**NEXT  
CITY**

An Experiment in  
Interdisciplinary  
Education

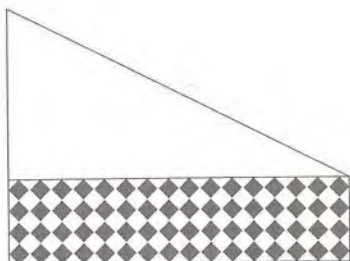
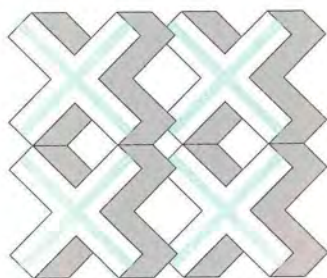
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023

**未来城市**

跨学科教育实验



## \* THE NEXT

The future city is often imagined as an ideal city, a utopia, or a human paradise. Philosophers, poets, architects, social reformers, and artists have projected countless visions of a better human society that were driven by hope – dreams of a distant future, but without an explanation as to how to actually get there.

The word 'next' originates from the old english word *nēhsta* and means nearest. To envision a next city, a nearest city, is not a passive fantasy, but a direct responsibility to create and innovate the city of the immediate future. The next city is driven by principles of responsibility, rather than principles of hope.

The invention of the next city is an ever-evolving design project. It must start with the existing city – its mistakes and imperfections – and bring together many disciplines in an interactive collective rooted not in idealism but in a shared productive mission.

Tihamér Salij  
The Why Factory  
Coordinator Next City Joint Studio



## \* 未来

未来城市被想象成一座理想之城，一个乌托邦，或者说是一个人类的天堂。学者、诗人、建筑师、社会改革者、艺术家已经规划出无数个由希望推动的更好的人类社会愿景，梦想一个遥远的未来，却并没有阐明如何抵达这一理想之地。

next 这个词来自古老的英文单词 *nēhsta*，意味着最近。为了勾勒一个未来城市，一个近在眼前的城市，这不是被动的幻象，而是肩负起直接的责任创造和改革一个就在不远处的未来城市。未来城市，它更多的是由责任感而非仅限于希望的推动而形成的。

创造未来城市是一个持续发展的项目。必须以当下的城市为起点，正视它的错误和不完善，将很多学科带到一个互动的合作集体中，它并非植根于理想主义，而是必须要有共同肩负的有创造力的责任感才能形成。

Tihamér Salij  
为什么工厂  
未来城市合作工作室协调人

## LIFE AS IT COULD BE

Tapping into the Potentials of  
Cross-Fertilization in Design

Tihamér Salij

### The World as Laboratory

As the world – and with it the production of human space – becomes more complex, it is impossible for designers to contribute effectively without incorporating knowledge and insights from other disciplines. Everything is interrelated in this maelstrom; everything is designed, whether for beauty, or function, or both; and every design aims to solve a problem, add comfort, or enhance daily routines.

Designers, by nature, see the world not simply as it is, but rather as it could be. For those with this future perspective, the world is a laboratory in which to explore the contingencies of the existing and conceive alternatives for the future – the 'next'.

A focus on human needs is integral to any contribution to innovative design and to the creation of alternative political, technological, social, or economic constellations of artefacts, identities, places, infrastructure and buildings, apparel, interfaces, signs. . . . No 'species' is better equipped than the designer to combine function, technology, comfort, necessity, desire, and beauty into one single object.

Multidisciplinary and intercultural design collaboration enables exposure, across the globe, to different research-by-design and design-by-research methodologies. The success of multidisciplinary collaboration is rounded out through continuous motivation for self-reflection, making it possible to sharpen and enlarge the role of each participating discipline. Learning from other disciplines enlarges one's own scope of references, enriches argumentation, and challenges innovative ability.

### Introduction to the Next City Project

In the context of multidisciplinary and intercultural design collaboration, the motive of the Next City project was to foster cooperation between China and the Netherlands by bringing together renowned research and design institutions in the fields of fashion, product design, graphic design, and architecture. The project aimed to promote a cross-cultural exchange on the different qualitative as well as quantitative approaches towards research-by-design and design-by-research methodologies.

## 如其所能的生活

挖掘设计中跨界学习的  
可能性

Tihamér Salij

(b. 1974) was initiator of the Next City theme, and was responsible for developing and coordinating the Next City Joint Studio in collaboration with DutchDFA. He is a trained researcher, artist, and architect, who teaches at The Why Factory at TU Delft. He has worked in the architectural office MVRDV and is a founding director of Space Intelligence Agency (S.I.A.), an architectural and urban research and design practice based in Rotterdam. Salij's research deals with the experience of space and time in relation to the imagination, and visualization of the human future, focussing on the conception of Utopia, Paradise, and the Ideal City.

026



027

'The Next City – Future Living and Lifestyles' was an anticipatory research and design studio that made it possible to link distinguished institutions, designers and thinkers to consider the fate of our contemporary cities. This studio provided students – the next designers – with the opportunity to understand and experience research and design methodologies from other disciplines. The studio was a straightforward attempt to study the contemporary city's shortcomings, fears, advantages, beauties, desires, and opportunities.

### Challenge

The challenge of the studio was to explore and identify significant research and design directions within fashion, product design, graphic design, and architecture, and to bring together different interpretations, visions and scales within the context of future city life. This studio aimed, on the one hand, to investigate the roles that various design disciplines can play within the context of future urban living and lifestyles. On the other hand, it challenged the innovative ability and design capacity of fashion design, product design, graphic design, and architecture.

What was the source of inspiration for each design discipline? Through which frame of reference did each discipline explore its design potential?

### Research and Design Focus

Because of its multidisciplinary approach, this studio was a collaborative think-tank that extended its scope to a broader perspective including both content-driven design and analytical research. Students as well as teachers approached the theme of 'Future Living and Lifestyles' with an intense commitment to reality by taking two cities as practical case studies to boost imagination and with it our designs into the future.

Participants discussed and put forward ideas and agendas that dealt with the following questions, using Rotterdam and Beijing as case studies:

- What will be the source of inspiration for each design discipline?
- What will be the frame of reference through which each discipline explores its potential?
- How can each discipline contribute to the Next (future) City?
- Where can the different disciplines interfere and innovate?
- How can each discipline contribute to the improvement of city life?
- What are each discipline's responsibilities?
- What improvements are to be undertaken and/or what problems need to be solved in order to achieve a high(er) quality of life and thus better living standards?
- What possible forces and trends could shape the future city and the living and lifestyles within the scope of each discipline?
- What concepts, functions, products, characteristics, styles, designs, and symbolism will dominate change and thus brand the future city?



参与者在实践中合作，着重于未来城市相关的产品、服务和环境设计有影响的议题。

工作坊课程中，设计师和技术工作者将会强调他们在设计未来城市图景中所面临的挑战，如何对未来城市的生活方式作出贡献。参与者的目标是作出一个多层面的“草图规划”，强化创作过程的最终阶段：这里有为将来的鹿特丹和北京所创作的设计元素、产品和建筑，它是一个有具体构想的调色板，如其所能地展现未来城市的生活图景。\*

030



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# The Workshop

+ 中荷学生历时二十日的  
鹿特丹+北京“体验之旅”

## INTRODUCTION TO THEMES

### Workshop

Locations: Rotterdam, Holland;  
Beijing, China

### The Workshop curriculum was divided into three sections

#### Section 1

Research. Four to five weeks of initial research on the core issues and phenomena of the course.

#### Section 2

Brainstorming session. Elaboration of results of preliminary research, lectures, and visits to Rotterdam and Beijing. After sharing their notes and ideas, participants were divided into groups and asked to come up with joint proposals for conceptual designs on future living and lifestyle methods.

#### Section 3

Conceptual design. Participants were encouraged to apply their academic and professional knowledge to further refine their individual research from previous sections into a specific design proposal for Rotterdam and/or Beijing.

### Workshop participants were divided into five groups

- Group 1 Next City Drama . Branding City
- Group 2 Jam City
- Group 3 Jetlag
- Group 4 Me . Dynasty
- Group 5 Street

## 工作坊主题介绍

### 工作坊地点

荷兰鹿特丹 中国北京

### 工作坊课程分为三个阶段

#### 第1阶段

4~5周的初步研究阶段，对本课题所提出的问题和现象进行研究。

#### 第2阶段

头脑风暴，通过在鹿特丹及北京两地进行的工作营、讲座和参观进行跨文化、跨学科的思维碰撞。参与者集思广益，提出各种新的生活方式设想，并在两个城市作实际的现场调研。展示参与者如何在两个城市就所选题目进行探索与体验的绘图，作为两个工作营的成果。展示新发现与绘图成果之后，以小组的形式展示参与者对未来生存与生活方式提出的概念设计方案。

#### 第3阶段

将所作的探究与概念设计进行更加个人化的深化。鼓励参与者基于先前阶段工作继续研究，并以他们的相关学科背景及方法来推导、完善他们对鹿特丹和北京这两座城市的设计。

### 工作坊的参与者被分为五个课题研究小组

- 小组 1 未来城记 . 品牌化城市
- 小组 2 堵车城市
- 小组 3 时差
- 小组 4 我 . 王朝
- 小组 5 从城市街道到未来城市

GROUP 1  
**Next City Drama -  
Branding City**  
未来城记·品牌化城市

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**Air Purifier**  
空气净化器

Jonathan Telkamp  
The Why Factory · TU Delft  
The Netherlands  
荷兰代尔夫特理工大学·为什么工厂

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**Branding Nothing**

无  
Bai Ming  
柏鸣  
CAFA  
China  
中国中央美术学院

p 072 - p 075

**The Game of Guanxi**

关系游戏  
Lauren Grusenmeyer  
Sandberg Institute  
The Netherlands  
荷兰戴德伯格艺术学院

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**Colibri**

蜂鸟  
Guan Jian  
关健  
Tsinghua University  
China  
中国清华大学

GROUP 2

**Jam City**  
堵车城市

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**Floating City**

浮城  
Yue Hongfei  
岳宏飞  
CAFA  
China  
中国中央美术学院

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**Perpetual Sober Notions**  
永恒不变的朴素之道

Gladys Tumewa  
ArtEZ  
The Netherlands  
荷兰阿尔特兹艺术大学

p 090 - p 097

**The Laws of Expandability**  
扩张法则

Sander Wassink  
Design Academy Eindhoven  
The Netherlands  
荷兰埃因霍芬设计学院

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**Partly Cloudy**  
局部多云

Wu Qianjun  
吴倩君  
Tsinghua University  
China  
中国清华大学

GROUP 3

**Jetlag**  
时差

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**Waste Beijing**

北京垃圾堆  
Renske van Dam  
The Why Factory · TU Delft  
The Netherlands  
荷兰代尔夫特理工大学·为什么工厂

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**The Jacket**

上衣  
Yohji van der Aa  
ArtEZ  
The Netherlands  
荷兰阿尔特兹艺术大学

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**Blueprint**

蓝图  
Liu Jing  
刘静  
CAFA  
China  
中国中央美术学院

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**N-in-One Collection**  
合一

Li Jiawei  
李佳佩  
BIFT  
China  
中国北京服装学院

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**The Jetlag Society**  
失调社会

Brigiet van den Berg  
& Simona Kicurovska  
Sandberg Institute  
The Netherlands  
荷兰桑德伯格艺术学院

GROUP 4

**Me . Dynasty**  
我 . 王朝

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**The Balconies Between**

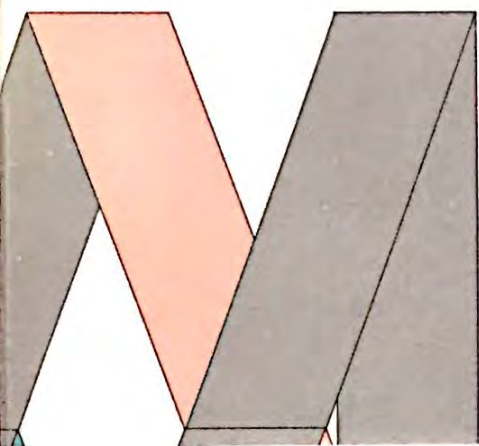
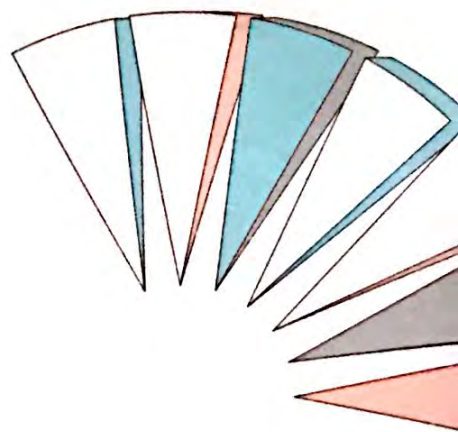
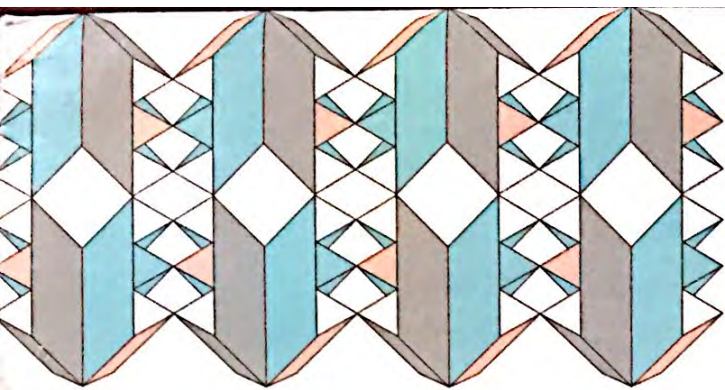
阅 Rén Jiān  
Zhang Mingming  
张明明  
CAFA  
China  
中国中央美术学院

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**Flabbergasting**  
目瞪口呆

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## The Next City: An Experiment in Interdisciplinary Education

Today's cities present new challenges, and ask for a different breed of designers. Who are these future designers; what are their responsibilities, values, and skills; and how do our design schools need to change in order to produce them?

This book hypothesizes that interdisciplinary, intercultural education will be crucial for the preparation of the next generation of designers. It explores new models for design education, looking at the Next City Joint Studio as a first step.

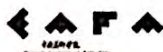
## 未来城市：跨学科教育的实验

当今的城市提出了很多挑战，更呼唤新一代的设计师出现。谁是这些未来的设计师，他们的责任、价值和技能是什么，我们的设计学校需要做何种改变，才能培养这样的人才？

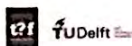
本书提出这样一种假设：跨学科、跨文化的教育，对未来设计师的培养将是至关重要的。它探讨了设计教育的新模式，将“未来城市合作工作室”作为实验的第一步。

**DutchDFA**  
with  
**ArtEZ**  
**BIFT**  
**CAFA**  
**DAE**  
**SANDBERG**  
**TSINGHUA**  
**T?F**

ArtEZ



清华大学美术学院



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