

Tsinghua - Santander World Challenges of 21st Century Program

Index

Tsinghua – Santander World Challenges of 21st Century Program

Background

Introduction

Theme

Purpose

Features

Participants

Sponsors

Co-organizer

Schedules

Background



TSINGHUA maker
movement

Digital Social
Innovation Education

Global Innovation
Collaboration

Workshop报名方式

访问：www.designnow.org
进行报名。
或
直接发送：姓名+职业+技能
welcometo@designnow.org

Workshop时间

4月13日 4月14日

設計now

合作伙伴：


清华美院服务设计研究所(DBL)


中华世纪坛CMoDa


纽约帕森斯设计学院


FlamingoEDA

@Designnow设计搭
weibo.com/3267090287

d e s i g n o w
p h a s e : 3

growth

2013.06.15-16

访问：www.designnow.org进行报名
或发送“姓名+职业+技能+微博帐号”至 welcometo@designnow.org

创意和团队是一个不断成长的过程，需要设计方法和工具的辅助。城市和数据在空间和规模上的成长，也给我们的教育、环境、生活空间带来新的挑战。本次工作坊将发展出创新工具集和软硬件组合的产品，促进创意团队和创新城市的共同成长。

我们将与“服务设计中国”的设计师们探索成长的力量。我们将和清华的实验室和科技团队一起，基于Arduino、3D打印、以及物联网与社交网络结合的大SNS等新理念进行两天的创意激荡，期待您的加入。

主题包括：互联网+、社交网络、感知2.5、未来教育、城市移动。

创意社区
designnow
上线!

設計now

清华大学 DBL CMoDa PARSONS 设计搭
weibo.com/3267090287

Designnow第二回合

FLOW

Workshop 报名方式

方式1
访问www.designnow.org
进行报名

方式2
直接发送：姓名+职业+技能
+ 微博帐号
到welcometo@designnow.org

Workshop时间
5月11日 5月12日

設計now

合作伙伴：


清华美院服务设计研究所(DBL)


中华世纪坛CMoDa

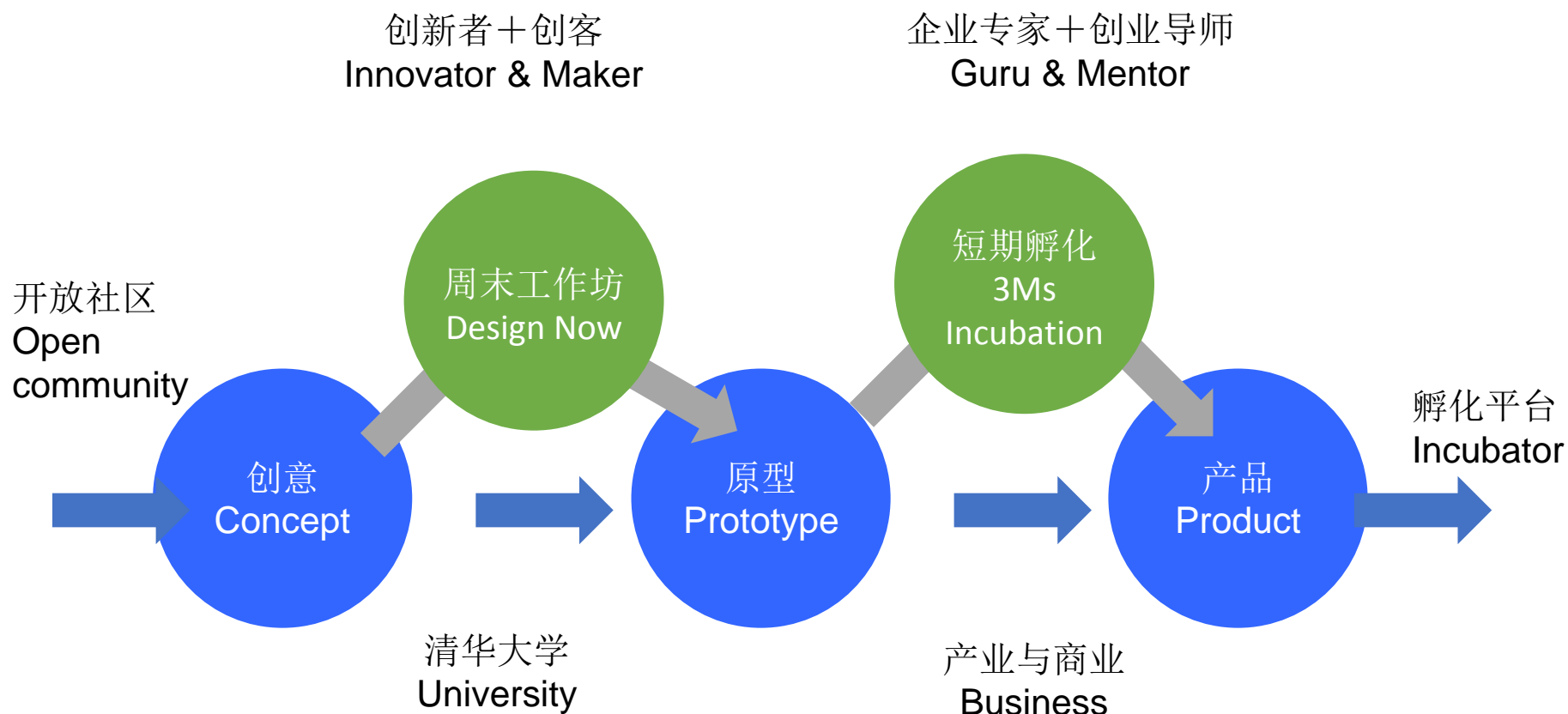

纽约帕森斯设计学院


FlamingoEDA

@Designnow设计搭
weibo.com/3267090287

Design Now | 设计力创新

Idea means nothing unless we make it real !







The theme of the activity is related to **global hot topics**. Authorities in related areas are invited in the activity to help those challenge makers solve the hot topics. In the meantime, successful challenge makers are also invited to share their valuable experiences.





Learning model

Peer-to-peer learning

Project based practice

Flipped classroom

Experiential Learning



Design Thinking

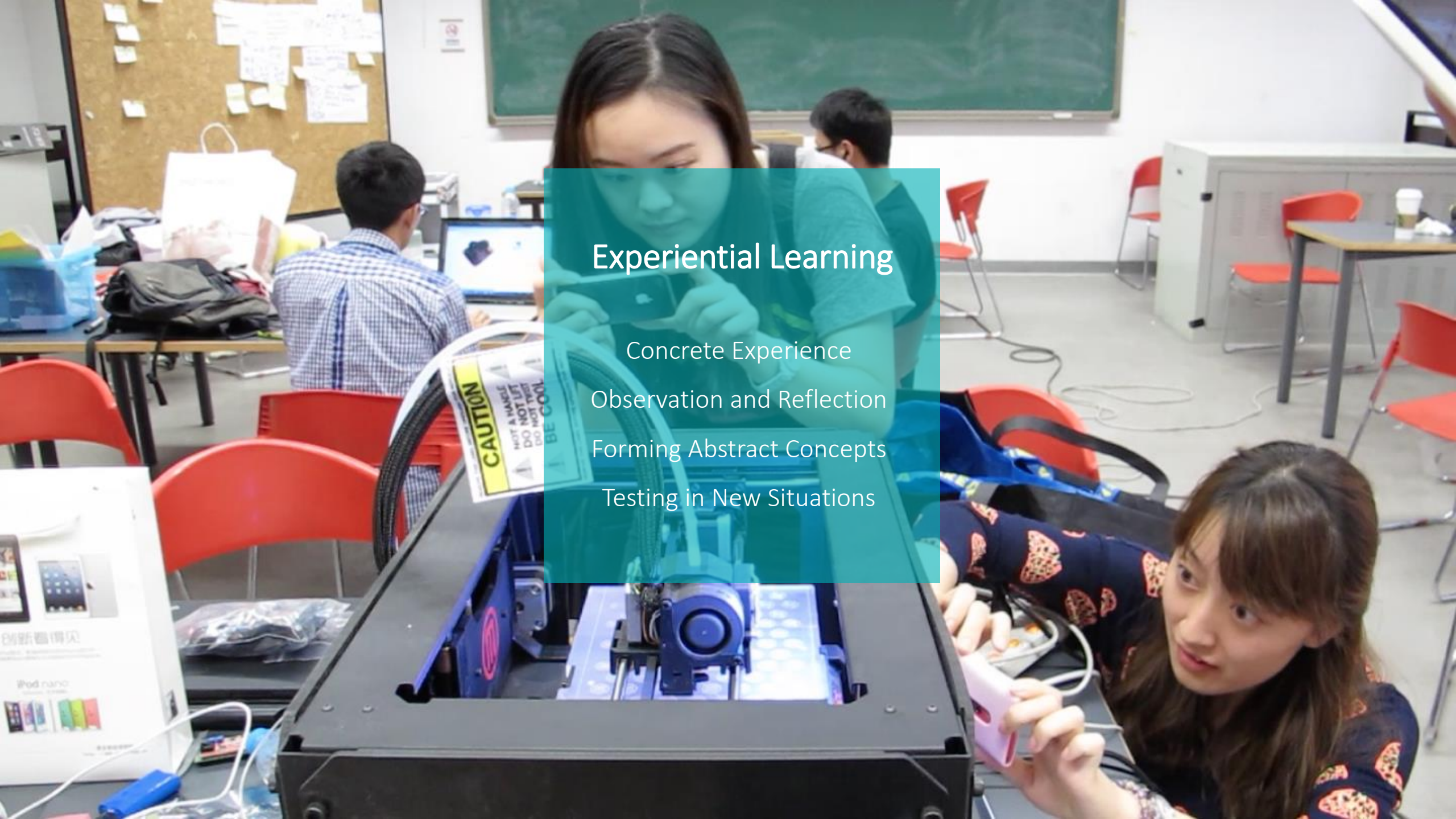
Empathy

Integrative Thinking

Optimism

Experimentalism

Collaboration



Experiential Learning

Concrete Experience

Observation and Reflection

Forming Abstract Concepts

Testing in New Situations

Citizen Science Project

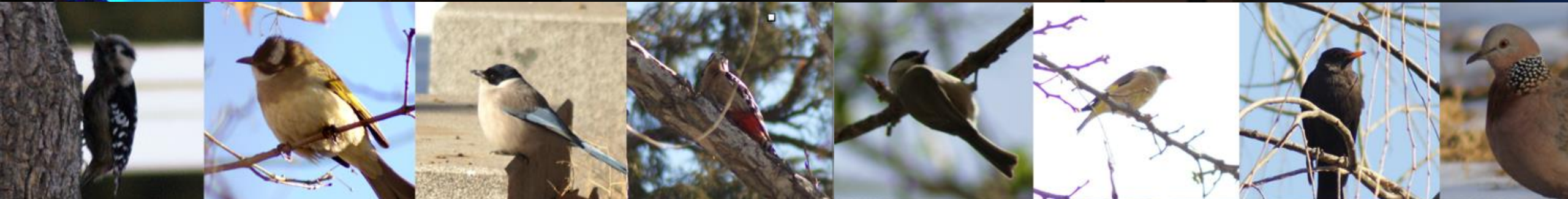
Critical Making

Reflection on technologies

Humanistic experiences

Technological productivity

Social value

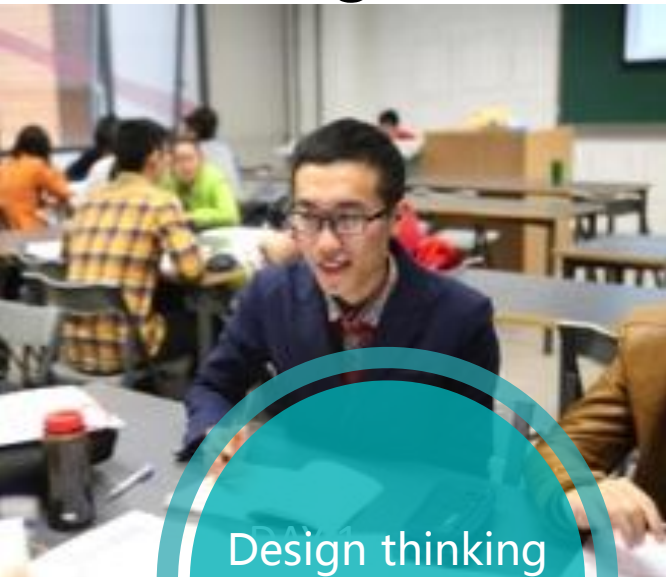




14 Projects
for Exhibition



Design and Technology Venture Lab



Design thinking
Technology Basic



Lean Startup
Rapid Prototype



Business model
Product & Service



Integration
Growth Hacking





第五轮
中美人文交流高层磋商机制配套活动



共筑梦想

中美青年创客大赛

英特尔北京选拔赛
2014年5月23日 - 5月25日
中国 · 北京 · 清华大学







DECAL EXPO ABOUT COURSES FACILITATE

DeCal is a student-run democratic education program at the UC Berkeley - here, students create and facilitate their own classes on a variety of (often unorthodox) subjects. [more »](#)

Students! Facilitators! Want to Facilitate?

ABOUT
NEWS

HASSO PLATTNER
Institute of Design at Stanford

STANFORD PRODUCT
REALIZATION LAB

Search Search

TAKE A CLASS TAKE A VIRTUAL CRASH COURSE
MAKE SPACE : THE BOOK EXPERIENCE STUDENT STORIES

Transforming
thinking by
making



清华创客空间 来招设计类同学啦!



在这里，你可以

与技术达人，商科同学组建你的团队
获得完整的产品设计开发经验
获得创业指导
将产品推向市场

快带着你的创意，
来这里和的小伙伴们一起玩吧，
我们在等你~



清华创客空间注重于通过各学科交叉融合，让创意变成产品并真正面向市场，鼓励并帮助同学们进行智能硬件方向的创业。

及时获取活动信息，了解项目进展，请关注清华创客空间微信公共账号

报名方式：

周三周四招新现场报名
同时接受邮件报名：

请将姓名+院系+班级+学号+手机 发送至 thumakerspace@sina.cn



官方微信：清华创客空间

@清华创客空间
weibo.com/thumakerspace

清华创客空间 来招技术类同学啦!



在这里，你可以

与美院及商科同学组建你的团队
把你的技术应用到新产品开发上
参加工作坊，动手制作属于你的智能硬件

你有特殊的创业技巧？
来和美院同学一起实现吧~



清华创客空间注重于通过各学科交叉融合，让创意变成产品并真正面向市场，鼓励并帮助同学们进行智能硬件方向的创业。

及时获取活动信息，了解项目进展，请关注清华创客空间微信公共账号

报名方式：

周三周四招新现场报名
同时接受邮件报名：

请将姓名+院系+班级+学号+手机 发送至 thumakerspace@sina.cn



官方微信：清华创客空间

@清华创客空间
weibo.com/thumakerspace

清华创客空间 来招经管类同学啦!



在这里，你可以

与技术达人及美院同学组建你的团队
运用你的商业头脑运作项目
获得创业指导
将产品推向市场

设计和技术类的同学
都在等你了，
快来这里吧~



清华创客空间注重于通过各学科交叉融合，让创意变成产品并真正面向市场，鼓励并帮助同学们进行智能硬件方向的创业。

及时获取活动信息，了解项目进展，请关注清华创客空间微信公共账号

报名方式：

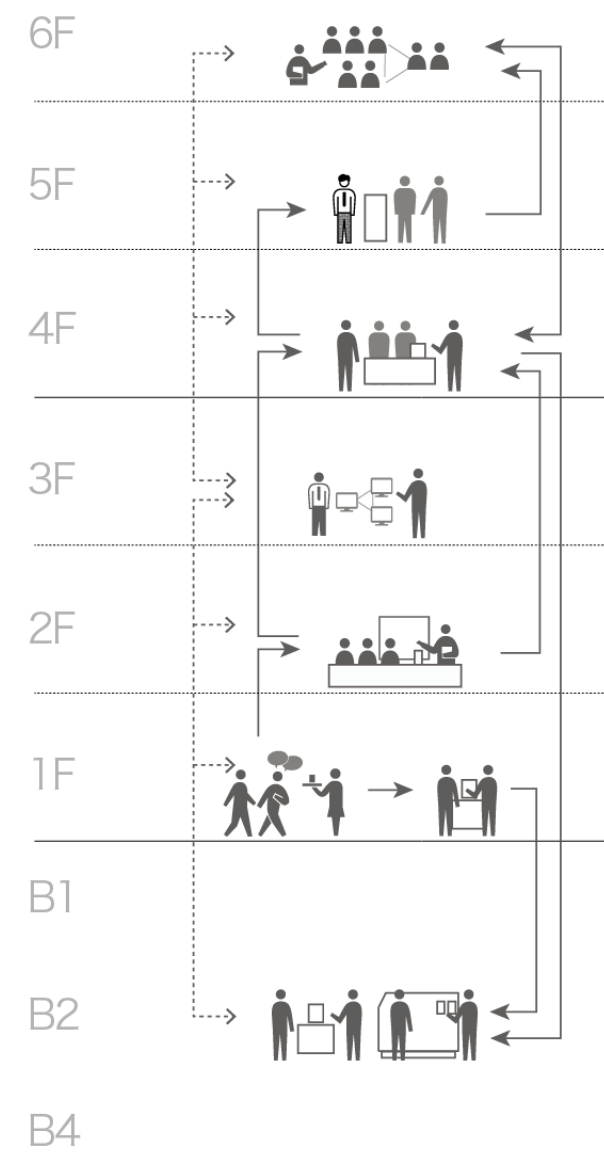
周三周四招新现场报名
同时接受邮件报名：

请将姓名+院系+班级+学号+手机 发送至 thumakerspace@sina.cn

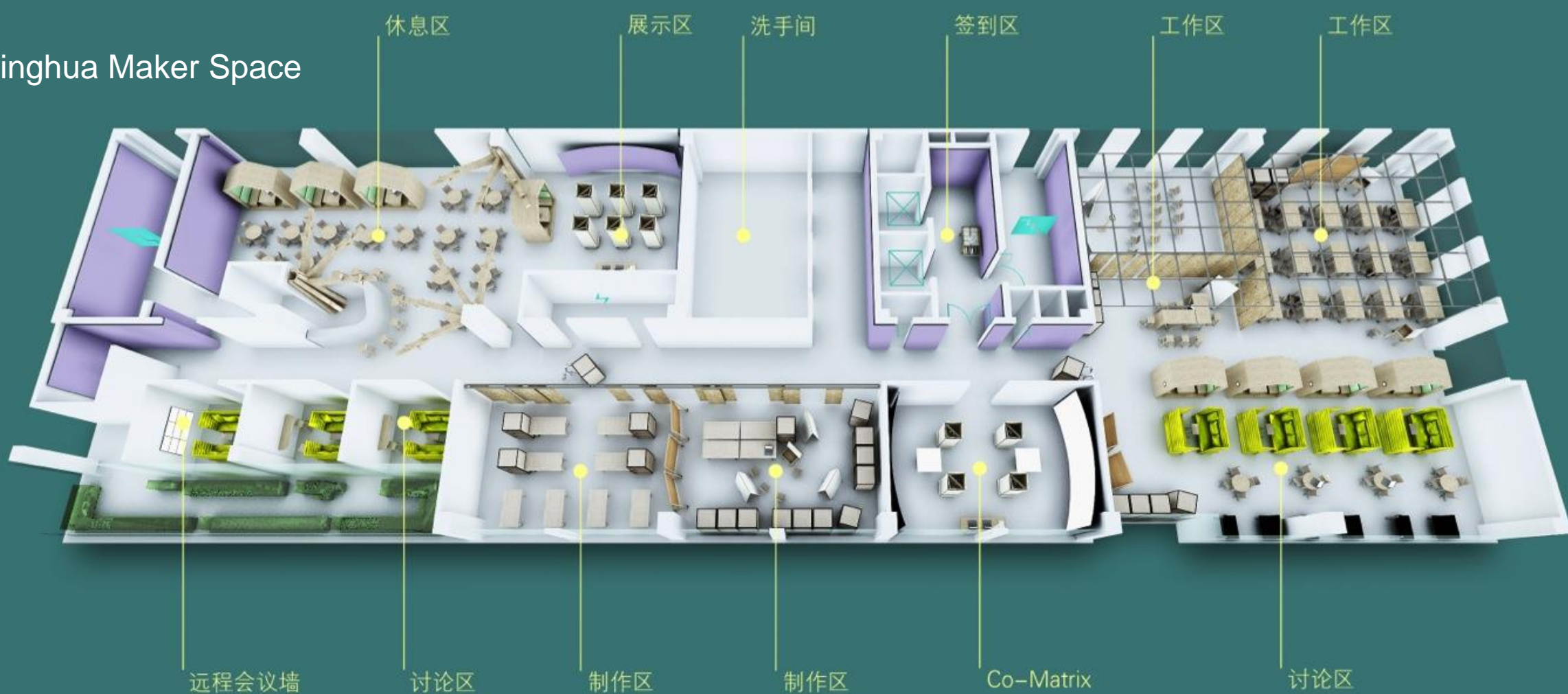


官方微信：清华创客空间

@清华创客空间
weibo.com/thumakerspace



Tsinghua Maker Space







Stanford
Urban Studies
d.School

Berkeley
CITRIS

My THU

Smart Asia
SNU

Impact lab

Xin Center

Co-Design
Lab

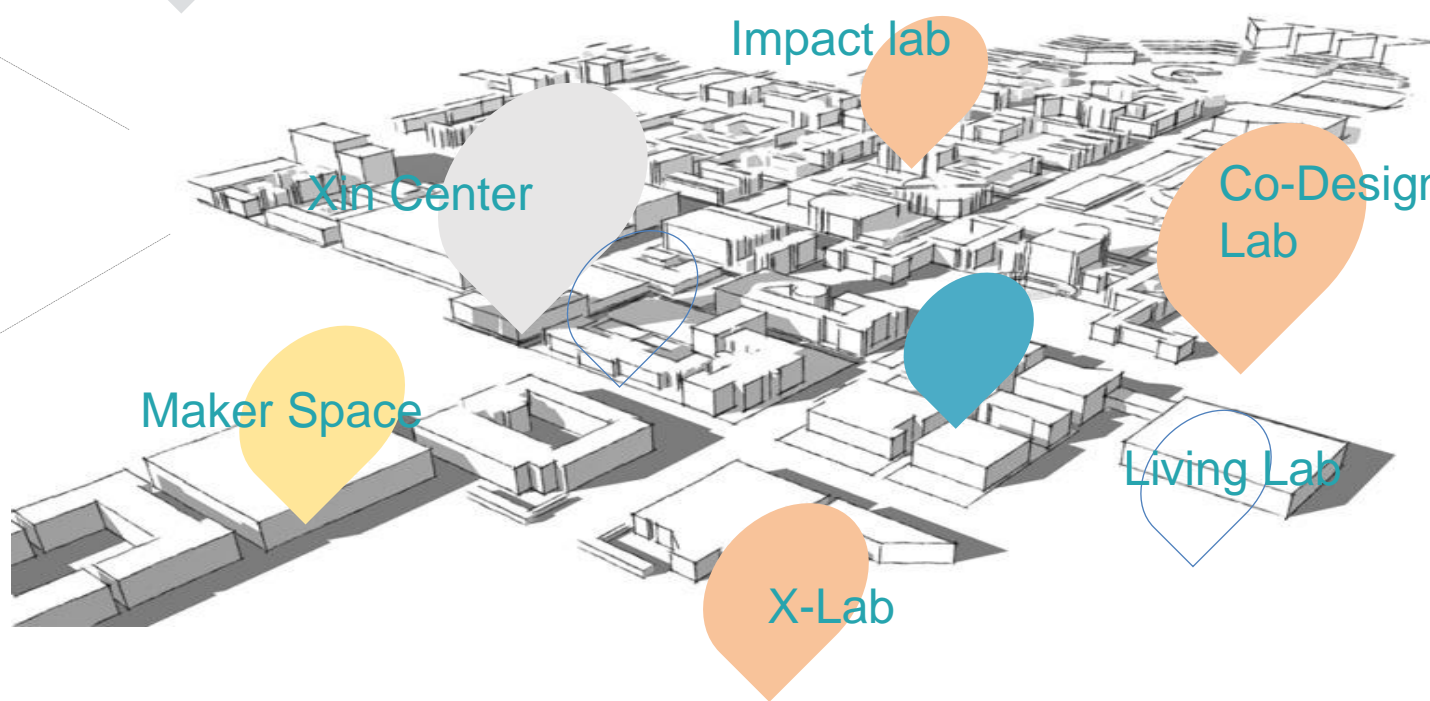
Parsons
NYU

TU/e
DESIS


Maker Space

Living Lab

X-Lab



Urban Media Workshop with SNU



2012

INTERNATIONAL URBAN MEDIA DESIGN EXHIBITION

2012.6.25 - 7.1

OPENING 2012.6.26 10AM

Location @ S&D Gallery

Urban Public Sensible Environment Sustainability Location

Design Studio Class is an interdisciplinary collaborative studio course incorporating research, planning, design and technology focused on developing Urban & Media applications for the advancement of the city of Beijing, Seoul, New York, Tokyo as a leading metropolis and a new center of innovation, design and growth.

The course is part of the formation of a new exploration, in partnership with Parsons The New School for Design + Tsinghua University + Seoul National University + Chiba University, DESIS Network and the local government.

Students will have the opportunity to continue working on projects, initiated in the spring semester, in the summer and to present outcomes in International Urban Media Exhibition in June and the upcoming Beijing Design Week, a new annual citywide forum held in October.

Seoul National University
+
Tsinghua University
+
Parsons The New School for Design
+
The University of South Dakota

[Exhibition Director] Seoul National University
Juhyun Eune

Seoul National University
and Juhyun Eune

[Urban Media]
Minyoung Song / Jongmin Kim / Seonho Oh
Joon Lee / Ye Zhang / Yifan Chang

[Green+IT with SKT]
Wentao Cho / Wyeon Kwon / Soo Lee
Choi Kim / Yoon We / Sukin Park
Hansu Nam / Hyelin Lee

Tsinghua University
and Fu Zhiyong and Yingying Xu
Parsons The New School for Design
and Christopher Kirsner

[Urban Media]
Shan Li, Lushan Wang, Jingli Zou /
Junjie Yu, Xingchen Cai, Wei Dong /
Wen Feng, Menglin Ye, Shan Lin

Seoul National University
and Jungwoo Chae

[Space Design / Optical Space]
Sungwon Yoo / Inak Park / Daewoo Choi
Doyun Lee / Seonghee Jeong / Eunjung Kang
Jungwoo Kim / Seung Lee / Yoon Lim
Jihyun Kim / Sanghak Lee / Yeongsu So

The University of South Dakota
and Young Ae Kim

Taylor Elfers / Ashley Palmer / Amanda Connolly

**Sustainability
Urban | Emotion
Public | Sensible
Interaction | Media
Environment
Asia | Culture
Location | Service
Social Innovation**

2013

INTERNATIONAL URBAN MEDIA DESIGN EXHIBITION

2013.6.25 - 7.2

OPENING 2013.6.26 11AM

Location @ S&D Gallery

INTERNATIONAL URBAN MEDIA DESIGN EXHIBITION

[Exhibition Director] Seoul National University
Juhyun Eune

SEOUL NATIONAL UNIVERSITY

Advisor: prof. Juhyun Eune

[Urban Media] ED: Jongmin Kim
MA: Joon Lee
MA: Sangwon Park

[Political Space] ED: Hansu Nam
MA: Seonho Oh
MA: Yifan Chang

[Green & Smart] MA: Wentao Cho
MA: Wyeon Kwon
MA: Soo Lee
MA: Choi Kim
MA: Yoon We
MA: Sukin Park
MA: Hansu Nam
MA: Hyelin Lee

[Head] MA: Juhyun Eune
MA: Minyoung Song
MA: Jongmin Kim

[Innovation] MA: Joon Lee
MA: Sangwon Park

TSINGHUA UNIVERSITY / PARSONS

Advisor: prof. Zhiyong Fu, prof. Christopher Kirsner

[Urban Media] MA: Qinghua Sun
MA: Jingli Zou
MA: Junjie Yu
MA: Xingchen Cai
MA: Wei Dong
MA: Wen Feng
MA: Menglin Ye
MA: Shan Lin
MA: Lushan Wang

CHIBA UNIVERSITY

Advisor: prof. Ryoko Nakano

[Urban Media] MA: Yuchiko Schindl
MA: Yuki Schindl
MA: Yuki Schindl
MA: Yuki Schindl
MA: Yuki Schindl
MA: Yuki Schindl
MA: Yuki Schindl
MA: Yuki Schindl

THE UNIVERSITY OF SOUTH DAKOTA

Advisor: prof. Young Ae Kim

[Urban Media] MA: Young Ae Kim
MA: Young Ae Kim
MA: Young Ae Kim
MA: Young Ae Kim
MA: Young Ae Kim
MA: Young Ae Kim
MA: Young Ae Kim
MA: Young Ae Kim



2014

INTERNATIONAL URBAN MEDIA DESIGN EXHIBITION

2014.6.28 - 7.5

OPENING 2014.06.30 11AM

Location @ WooSuk-Hall

**Sustainability
Urban | Emotion
Public | Sensible
Interaction | Media
Environment
Asia | Culture
Location | Service
Social Innovation**

Smart Asia Lab is an interdisciplinary collaborative studio course incorporating research, planning, design and technology focused on developing Urban & Media applications for the advancement of the city of Beijing, Seoul, New York, Tokyo as a leading metropolis and a new center of innovation, design and growth.

The course is part of the formation of a new exploration, in partnership with Parsons The New School for Design + Tsinghua University + Seoul National University + Chiba University, DESIS Network and the local government.

Students will have the opportunity to continue working on projects, initiated in the spring semester, in the summer and to present outcomes in International Urban Media Exhibition in June and the upcoming Beijing Design Week, a new annual citywide forum held in October.

Seoul National University
Tsinghua University
Chiba University
The University of South Dakota
Cornell University

[Exhibition Director] Seoul National University
Juhyun Eune

Seoul National University
Juhyun Eune

Tsinghua University
Zhiyong Fu

Cornell University
Soyeon Yoon

Chiba University
Kenta Ono

The University of South Dakota
Young Ae Kim

URBANST145/EARTHSYS138/IPS274 INTERNATIONAL URBANIZATION SEMINAR (CHINA)

WALKABLE CITIES, PUBLICIZING AIR POLLUTION DATA,
ENERGY-EFFICIENT **GREEN TRUCKING**, AND
RE-IMAGINING THE **YOUTH HOSTEL** EXPERIENCE.

JUNE 6, 2014

URBAN SUSTAINABILITY EXPO&SHOWCASE

EXHIBITS 12-5PM

GUIDED EXHIBITS 12-1:30PM

Y2E2 RED ATRIUM

FINAL DESIGN PRESENTATIONS

3-5PM

Y2E2 ROOM 299



Four Pillars of sustainability
可持续的四个支柱：

Social Equity 社会公平

Environmental Quality 环境品质

Cultural Continuity 文化传承

Economic Vitality 经济活力



2014年9月 8日-20日
September 8th-20th, 2014

清华大学美术学院信息艺术设计系 B413教室
B413, Bldg. Academy of Arts and Design, Tsinghua



The Human City: Design for People 设计人本城市

斯坦福大学-清华大学 城市可持续协同工作坊
Stanford University & Tsinghua University Summer Workshop

工作坊以“人本城市：为人而设计”为主题，学生们将在体验性学习中锻炼他们的观察、理解和创造能力。他们将学会“解读”城市和社区，并从人性化的视角去理解城市可持续发展的现象。

本次工作坊的成果将在北京设计周“2014北京智慧城市创新中心概念展”（9月25日—9月30日）中进行展示。

指导教师

陈逸坚，斯坦福大学
许晓仁，斯坦福大学
付志勇，清华大学

In this collaborative Stanford-Tsinghua workshop, students will develop their skills in observation, empathy, and creativity. They will learn to “read” cities and neighborhoods, and come to understand the phenomenon of sustainable urban development at the human scale.

Participants will have an opportunity to present their work at the Smart City Expo, as part of Beijing Design Week, which will take place between September 25 - September 30, 2014.

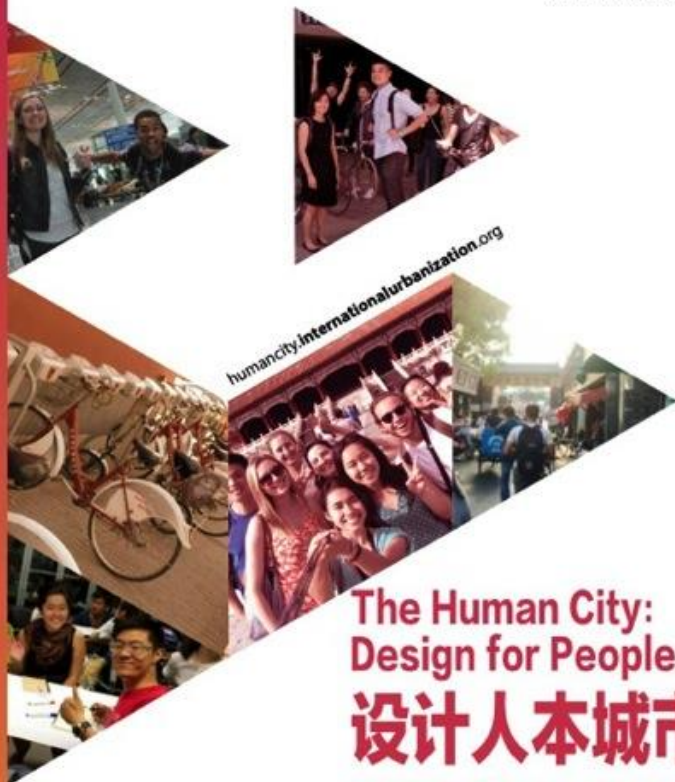
Instructor

Deland Chan Stanford University
Kevin Hsu Stanford University
Zhiyong Fu Tsinghua University



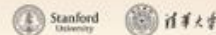
Final Workshop Presentation
Saturday, September 20 (2:00 – 4:30 PM)
Tsinghua University, Academy of Arts & Design
Building B, Room 413 清华大学美术学院 B 座 413

#energy 能源
#food systems 食品系统
#cultural preservation 文物保护
#electric vehicles 电动汽车
#bicycle urbanism 自行车文化
#land use 土地利用



The Human City: Design for People 设计人本城市

斯坦福大学-清华大学 城市可持续协同工作坊
Stanford University & Tsinghua University Summer Workshop



December 3, 2014

URBAN SUSTAINABILITY EXPO&SHOWCASE

INTERNATIONAL URBANIZATION SEMINAR

ELECTRIC VEHICLES, FOOD SYSTEM
CULTURAL PRESERVATION, LAND USE

Student Presentations 12-2pm (Studio 1)

Exhibit 12-5pm (Concept Car)

d.school Stanford University





Walkable cities

Air pollution Data

Green Trucking

Youth Hostel

Energy



Food system

Land use

Cultural preservation

Electric vehicles

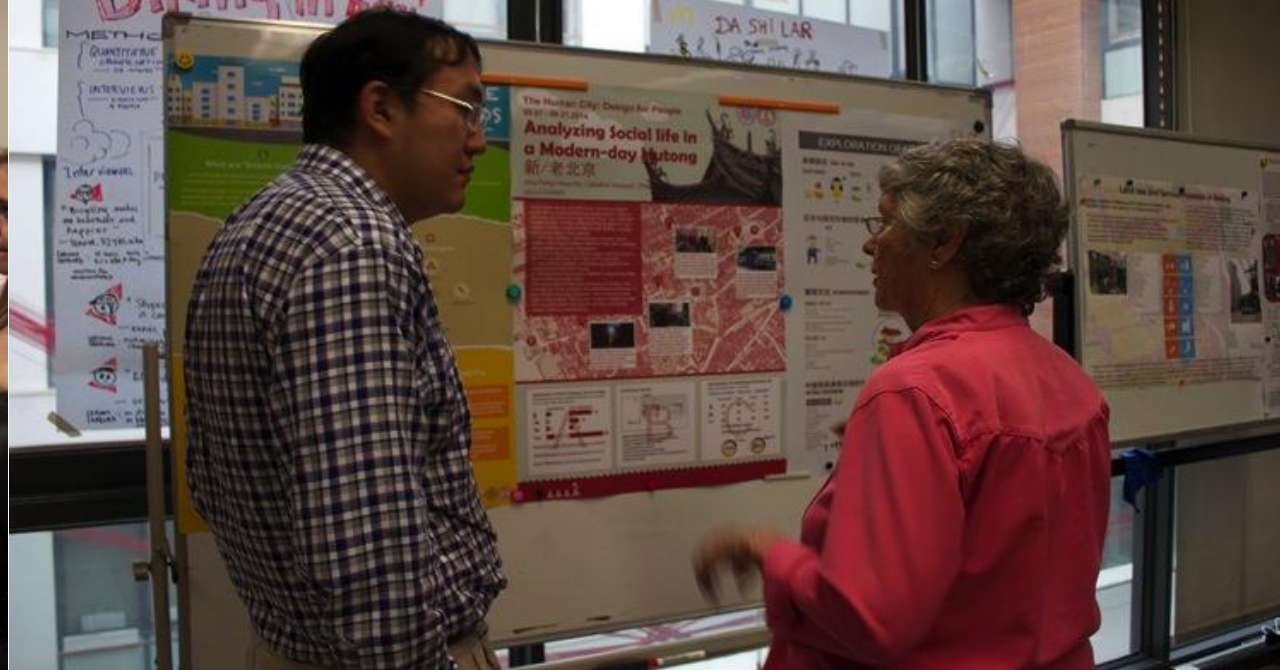
Bicycle urbanism



Service
Learning

Design
Thinking

Field
Research



Engagement
& Reflection

Storytelling





Engineer

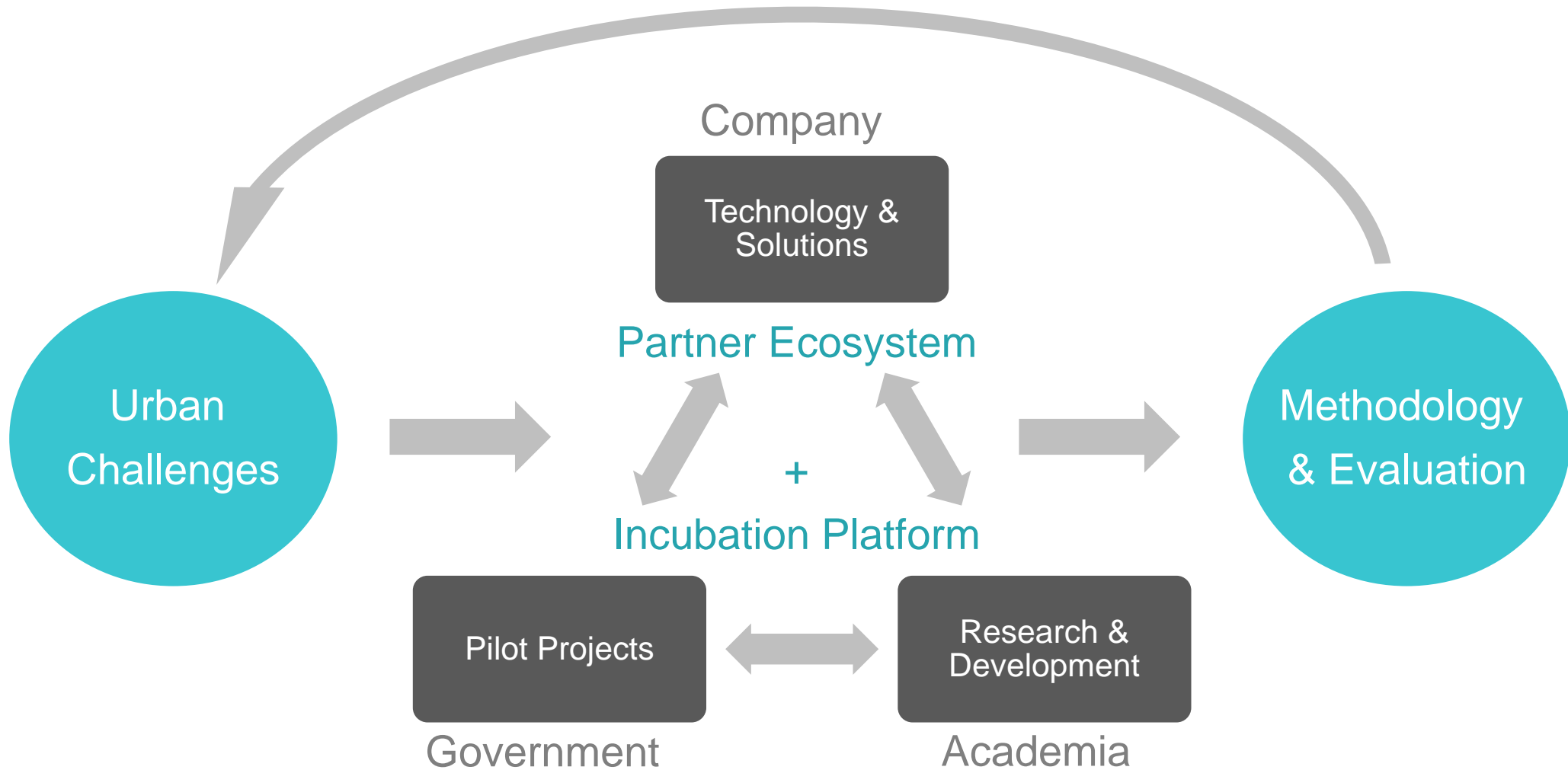
Designer

Civic Hacker

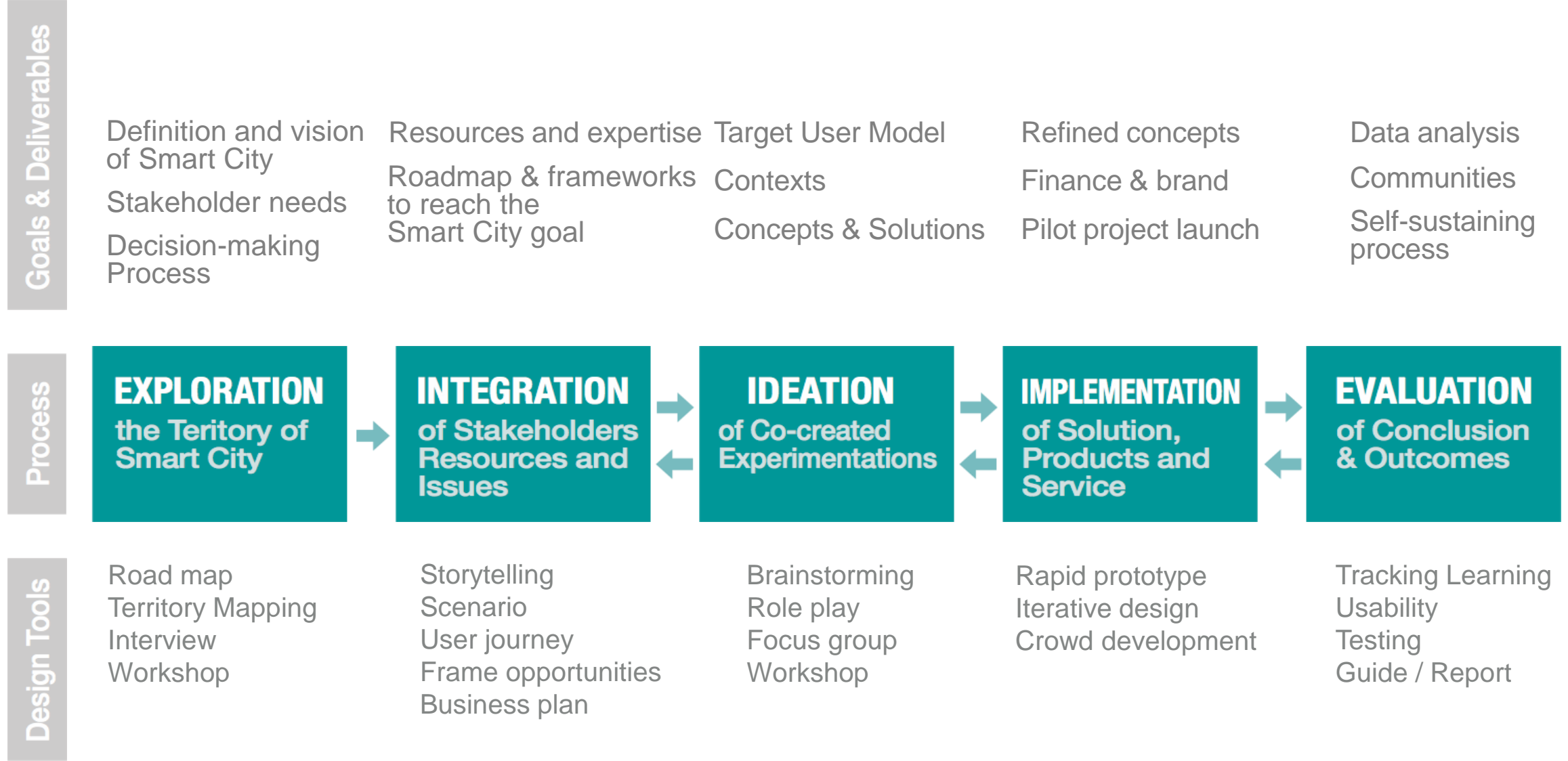
Change Maker

Ecosystem

Lean Startup



CO-DESIGN PROCESS





LIVING LAB



MAKER SPACE

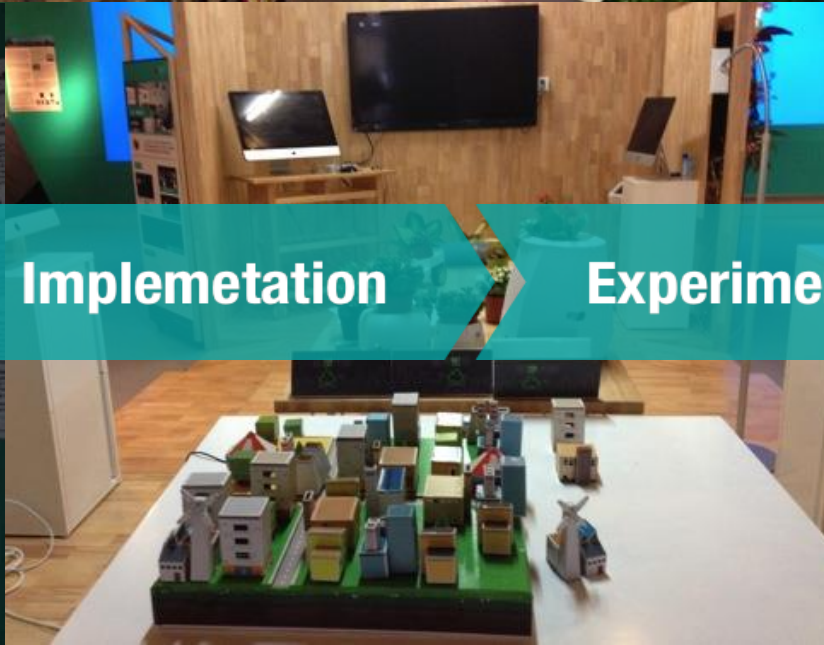
Living Lab



Identification and
Co-conception



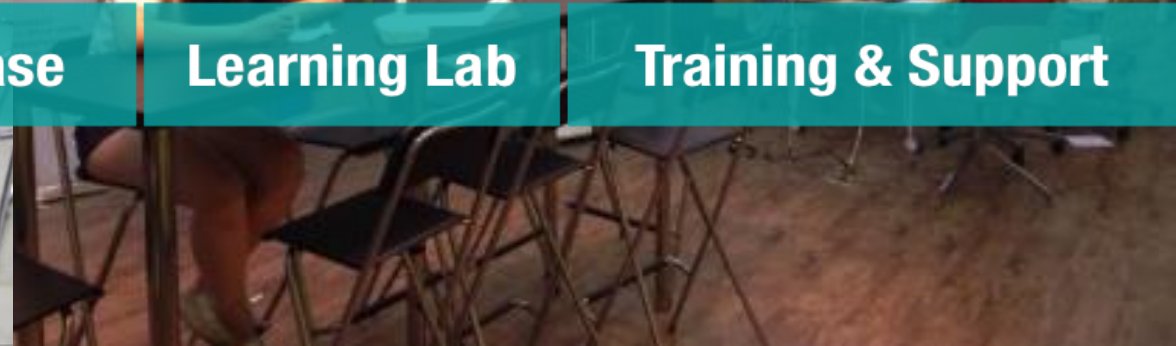
Implementation



Experimentation



Evaluation



Community Network

Toolkits

Project Database

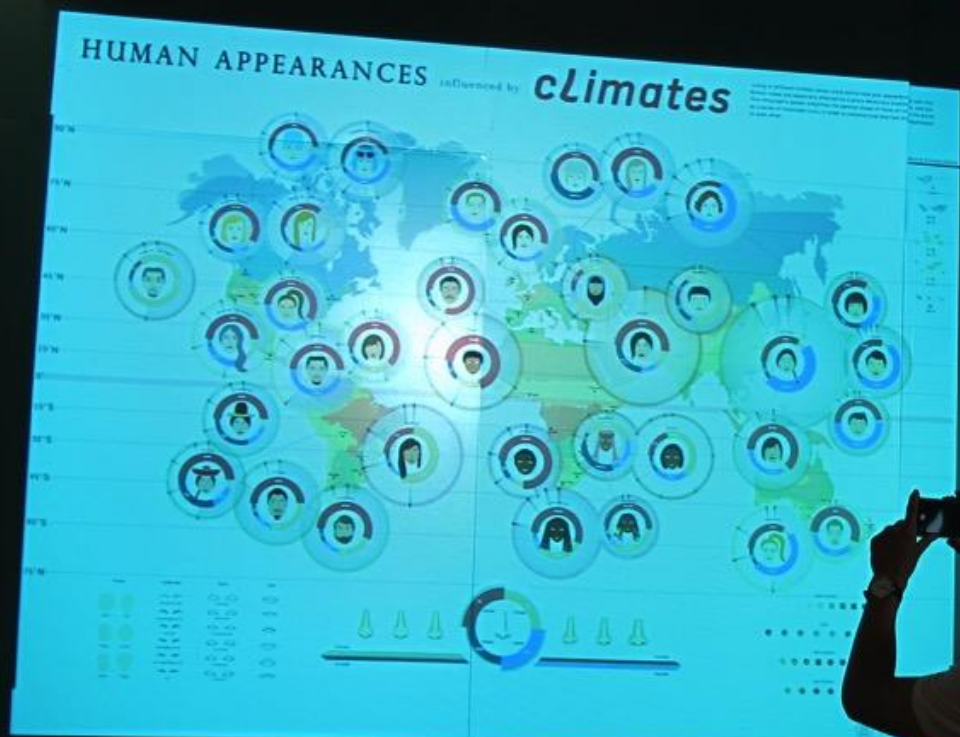
Learning Lab

Training & Support

Open City Platform



Open City Platform



Born to be different Travel to be unique

2013 PSSD

微游
EVGO

SYSTEM MAP

Below the map, there are several small images and text blocks, including a section titled 'Risky Gadgets to' and a section titled 'SYSTEM MAP'.

Gather +1 合其乐

“合其乐” 提供了一种新颖的社交方式，通过线上平台将分散的个体聚集起来，共同分享和创造。它旨在打破传统社交的壁垒，让人们在虚拟空间中也能感受到真实的连接和乐趣。

Gather + 1 offers opportunities for the ability to get the information about existing activities and help them to find companions.

Below the main text, there are several small images and text blocks, including a section titled '合其乐' and a section titled 'Gather + 1'.



Open City Platform

public art in interactive form



With interactive installations, the viewer has an active role in influencing the dynamic form of an artwork. The input from the person can be gestural, motion, sound as well as other human activity that can be captured by the artwork's sensing layer. A dialogue between both can be created, but will also disappear after the specific participant has left.

The project **Yang Wang** is based in an urban context. Motivated by navigation and explore while travelling through daily activities for example with the City. This installation will capture such as path movements of the people and translate them together with their "City" as a living system. In urban the people's generation is the tradition.

YANG WANG

public art a participatory platform



The large screen is designed to be a platform for the public to interact with the artwork. It will capture the path movements of the people and translate them together with their "City" as a living system. In urban the people's generation is the tradition.

YANG WANG

design social interaction a public space



The large screen is designed to be a platform for the public to interact with the artwork. It will capture the path movements of the people and translate them together with their "City" as a living system. In urban the people's generation is the tradition.

YANG WANG

EAT COOK DRINK



The large screen is designed to be a platform for the public to interact with the artwork. It will capture the path movements of the people and translate them together with their "City" as a living system. In urban the people's generation is the tradition.

YANG WANG

CARRS Risky Gadgets to the Rescue

Researcher: Robert Schroeter, Fabian Dierker, Andy Schaefer, Michael Kollmann, Queensland University of Technology

Young Males are more likely to crash more.

Why? Young males rate high in sensation seeking behaviour and proneness to boredom.

Risk Taking! In the driving context, this can be fatal.

Problem: Proneness to boredom is a hardwired personality factor in young males [1].

Existing strategies are conceptually flawed in addressing boredom and its consequences.

New Approach: Design against boredom by providing alternative stimuli while driving when needed and when it is safe to do so.

Urban Informatics: Exploring the digital realm of the city while driving across people, place and technology.

2 Examples:

- Social:** Visualising degrees of separation to other drivers to foster better car-cam communication.
- Camification:** Driving-related, fun, engaging stimuli like using other drivers' answering machines.

For more information contact r.schroeter@qut.edu.au

QUT Urban Informatics

The research is a collaboration between the QUT School of Engineering and the QUT School of Architecture and Design.

Recording the Past - Designing the Future: The InstaBooth for Situated Community Engagement

We aim to employ design approaches to engage local communities in a situated debate on the future of their urban environment.

Face-to-face and digitally mediated discussions, facilitated by tangible and hybrid interaction, such as multi-touch screens and media facades, will be initiated through a telephone booth inspired portable structure, **The InstaBooth.**

QUT Urban Informatics

Researcher: Robert Schroeter, Fabian Dierker, Andy Schaefer, Michael Kollmann, Queensland University of Technology



THE
VOICE
OF
DESIGN
设计发声

Design Partner

Human City

Social Innovation

Maker Space



Open Innovation Approaches are used





GREEN HOUSE

FEATURED CHALLENGE

Sponsored by OLM group

How might parents in low-income communities ensure children thrive in their first five years?

We would like to expand our school-based mobile clinics to invite parents from the surrounding area to come to the school for health information lectures and breakout sessions on reproductive health, breastfeeding, nutrition, hygiene, immunizations, among others. The parents would be invited to come to the school with their children. During or after the education, adults have the opportunity to bring their children to see our qualified nurse, at which point she will offer basic health services, check immunizations, offer medications, and conduct growth monitoring. This project would help to provide the basics for children, and provide information to parents to increase their understanding of what to expect in the first five years.

[→ Contribute your idea](#)

Work in Progress



How might we build better employment opportunities and pathways for young people around the world?

Work in Progress



Work in Progress



Making it Real.....



Design

Making it Real

Branding

Marketing

Manufacturing

Tsinghua - Santander World Challenges of 21st Century Program

Introduction

Tsinghua – Santander World Challenges of 21st Century Program is created for talented young people who want to change the world with design thinking and innovative solution.

Introduction

Challenge makers invited to this program are all from the world top universities, with the dream of making a better world, they come here to fly innovative thoughts and collide inspirational sparks.

Introduction

The process includes 5 steps:

- Call for creative challenges to the cooperative universities (competition)
- Primary selection through online platform.
- Summer workshop and prototypes making in Beijing.
- Final presentation and expo.
- Road show and media promotion.

Theme

Based on the topic of “Innovation makes the world better– urban sustainability”, participants are asked to develop innovative products and services prototypes that focus on urban life, education, environmental protection, climatic change, energy, sustainable development and other directions by combining mobile internet, wearable computing, robotics, AI, cloud computing and other open source hardware, etc.



Purpose

Inspire young people to be the **future leaders**.

Build a cross-field, cross-regional and cross-cultural **international network**.

Promoting the new trend of **digital social innovation**.

Strengthen the **social impact** and **innovation capability** on global challenges.

Features



World
Challenges

Cross-culture
Competition

Design
Thinking

Change
Maker

Promotion
& Incubation

Social
Impact

Participants

Outstanding students from 40 collaborative universities of Tsinghua and Santander Universities network.

Participation is open to postgraduate and undergraduate students enrolled at the participating universities, from in particular the following fields of study: product design, industry design, IT, engineer, art and any interdisciplinary studies departments related.

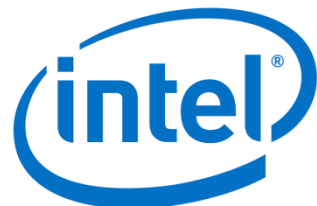
Entries should be submitted by teams of two to four members.



Sponsors

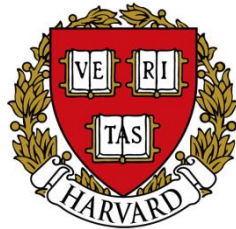


With the collaboration of:



Universities

40 collaborative universities of Tsinghua and Santander Universities network from Asia, the Americas and Europe:



Universities

Some of the 40 collaborative universities of Tsinghua and Santander Universities network from Asia, the Americas and Europe:



Institutions and Media

Institutions:

IDEO FrogDesign
UNDP
DESIS



Media:

Network media
Newspapers
Professional journals and magazines

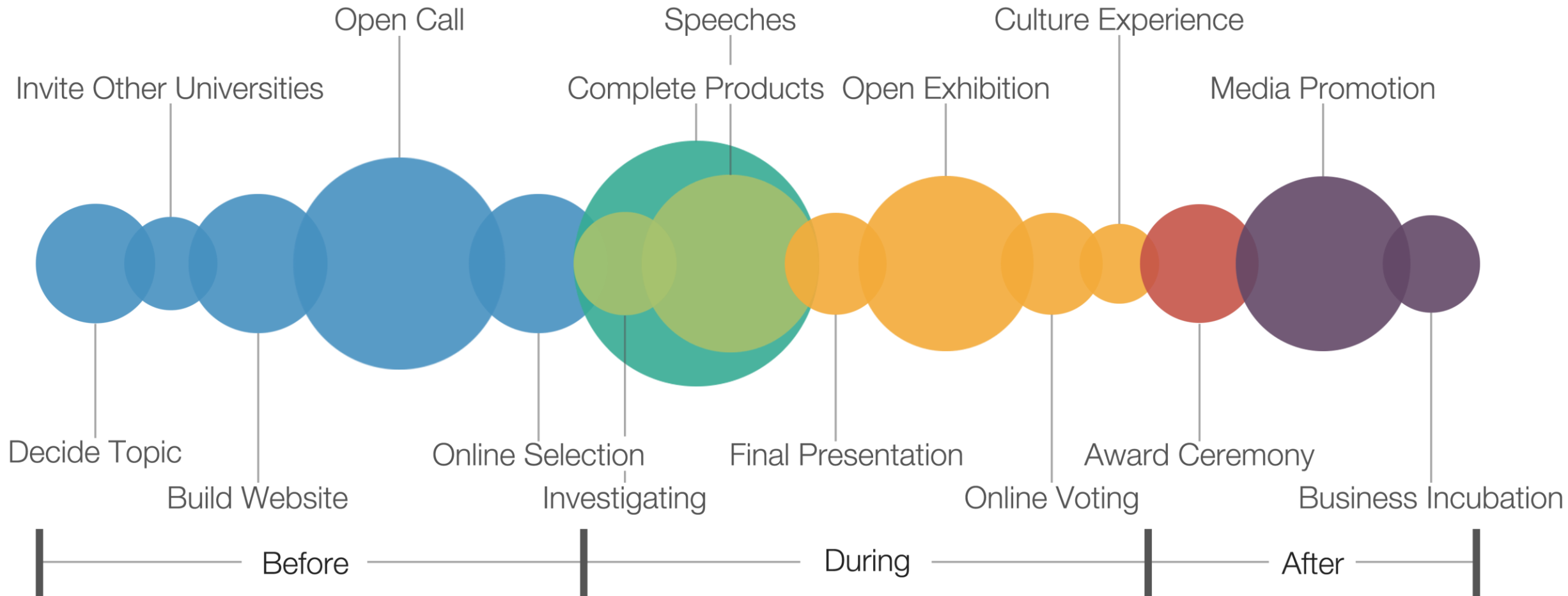


Organizations

Tsinghua – Santander World Challenges of 21st Century Program is expected to run 3 years, inviting the finalists 6-8 groups from the world top universities per year.

The committee, which consists of the representatives from Banco Santander, Tsinghua University and some participant universities, has the duty to build the official website, discuss the topic of the activity, advertise, schedule, select and so on.

Schedules



Schedules

Timetable

Week 1, Day 1

Project kickoff: Speeches from Banco Santander represent, Tsinghua University leadership, and participant universities' represents, and introductions from each team. Theme-related speeches and seminars, or trainings for each group from experts.

Week 1, Day 2-4

Theme-related speeches and seminars, or trainings for each group from experts. Field research or project making.

Week 1, Day 5

Mid-term presentations.
Reviews and guidance from experts.
Group reflection and sharing.

Weekend

Visit Beijing historical monuments and experience the local culture

Schedules

Timetable

Week 2, Day 1-2

Speech about marketing.
Field research or project making.

Week 2, Day 3

Speeches or experience sharing from successful makers.
Field research or project making.

Week 2, Day 4

Project making.
Final presentation speeches.
Site reviews from review group.
Prepare exhibitions.

Week 2, Day 5
(Last Day)

Exhibition
Award ceremony and publication
Banquet

Thank you for your attention!
