

DESIGN
设计

互联
SOCIETY

“设计的价值”展览教育资料

VALUES OF DESIGN

EDUCATORS' RESOURCE

2017.12 - 2019.8

设计互联 V&A 展馆

www.designsociety.cn/learning

探索“设计的价值”展览中的 V&A 藏品

Explore design from the V&A's collection in the exhibition Values of Design

适用于设计、科技、工程、STEAM、创客及艺术教育课程

Links to Design, Technology, Engineering, STEAM, Maker-Education and Art curricula





Jellyfish Installation, Steffen Dam / Denmark, 2010

水母装置，史蒂芬·达姆/丹麦，2010年

©Steffen Dam

简介

1852 年，英国国立维多利亚与艾伯特博物馆（V&A）在伦敦创立，成为世界首间设计博物馆。V&A 以公众教育及改善物品的设计制造为己任，汇聚了世界各地最优秀的手工及机械制品。V&A 精选了 296 件（组）珍贵藏品，在设计互联旗下 V&A 展馆的首次展览“设计的价值”中展出。这些精巧的手工艺品，优美的造型结构，简洁实用的设计，在宽敞的展厅中得到升华，充分展现其价值与其背后的价值观。

设计无处不在，从方方面面塑造着世界。大到我们居住、工作、学习的房屋，小到我们穿在身上的衣服，甚至手机中的 APP，一切皆为人所造，一切都是设计的结果。我们对设计的重视不仅影响着我们的文化，也影响着我们的日常生活。

我们希望通过本展览，鼓励同学们思考他们对设计的看法、理念，反思他们能够如何影响世界。不管作为消费者、使用者还是创造者，我们每个人都扮演着重要角色，都在通过自己的行动决定着这个设计世界的未来。归根结底，正是我们的观念、我们对设计的理念决定了未来。

本资料专为教育工作者定制，旨在协助其在组织学生参观前做好准备，并且在参观中更好地引导学生。我们尝试抛砖引玉，列出了一些讨论和活动，以鼓励学生积极参与观展活动，对展品及展览中提到的观点认真思考。当然，根据学生年龄不同，您可以对活动进行调整，以适应他们的学习能力。



INTRODUCTION

In 1852, the Victoria and Albert Museum in London was founded as the world's first museum of design. Its mission was to educate the public and improve the way things were designed and made. It brought together the best examples of machine and hand-made products from all over the world. Objects of meticulous craft, beautiful composition and functional simplicity were displayed in grand galleries, elevating and projecting a sense of value. Over two hundred carefully selected objects from the V&A's collection are displayed in 'Values of Design' at Design Society in Shenzhen.

Design defines our daily existence and the world we live in. From the buildings we live, work and learn in through to the clothes we wear and the apps on our mobile phones – all have been designed and made by someone. The value we place on design shapes our culture and our everyday lives.

Use this exhibition to encourage students to reflect on their own values in relation to design and how they might impact the world. Whether as a consumer, user or maker, everyone has an important role in determining the future of the designed world that we occupy. Ultimately, our future will be defined by our values, and how we value design.

This resource is designed to support educators in preparing and leading a successful visit to the exhibition. Activities are not compulsory. Rather, we hope to provide inspiration for actively engaging your learners with objects and ideas on display through discussion and activities which you may wish to differentiate for different age groups and abilities.

观前准备

向学生介绍设计对他们日常生活的影响。鼓励学生讨论设计的价值，表达自己的相关观点。

1. 选择一样你最喜爱的个人物品/设计品，讲一讲它哪些方面的设计让你特别欣赏，为什么？因为它价格实惠？得来的途径特别？非常实用？还是外形美观？
2. 现在回想一下你的生活环境和日常活动，这些都是经过设计的吗？哪些方面是由人创造、经过设计的呢？尝试记一篇“设计日记”，将一天内你使用过的设计品通过绘画文字或拍照录像等方式记录下来。
3. 想一想，设计师在创造新的建筑、产品、科技或服装时，需要考虑哪些问题，做什么准备工作？设计怎样能让世界变得更美好？

PRE-VISIT ACTIVITIES

Introduce students to the impact that design has on their daily lives. Encourage discussion and reflection on how we value design:

- 1/ Choose your favourite possession or designed object. What do you value about the way this object was designed or what it represents? Was it a good bargain, or acquired in a special way? Is it really useful? Is it beautiful?
- 2/ Now think about your environment and daily routine. What is design? What aspects have been designed and made by people? Keep a design diary for a day and sketch or list some of the objects you interact with.
- 3/ What should designers be doing and thinking about when they are creating new buildings, products, technology or clothes? How can design make the world a better place?





展览参观

我们鼓励学生带上记事本来参观展览，用笔头记下自己的想法，或者画出自己的设计草图。本展览共分七个单元，每个单元的视角都各有不同，引导我们探索一件物品的各方面价值。我们也可以借机审视自己衡量物品价值的方法，然后进一步想一想，我们的理念是如何反过来影响设计发展的。

性能

设计师总在想方设法提高物品性能，让他们更耐久，适应性更强，更小巧，更有效，而且功能更多。

讨论：

不断在市场推出性能更好的新版本产品，比如手机、手表、汽车、厨房电器、电视等，有什么好处，又有什么负面影响？

设计：

设计一件有多种功能的物品。在展览中选取两件作品，将它们合并成一件多功能物品，并画下你的创作。

THE EXHIBITION VISIT

Sketching is encouraged so bring along sketchbooks and pencils for making notes and sketching design ideas. The exhibition is organised into seven sections, each offering a different lens through which we can explore and question how we measure the value of things, and – in turn – how these values shape design.

PERFORMANCE

Designers think of new ways to make objects perform better. They strive to make objects that are more durable and flexible, smaller and more efficient, and with new combinations of functions.

DISCUSS:

What are the positives and negatives of constantly releasing new and improved versions of products such as mobile phones, watches, cars, kitchen appliances and televisions to the market?

DESIGN:

Design an object that does more than one thing. Choose two objects in the exhibition and combine them to create a multifunctional design. Draw your creation.



TPS-L2 Stowaway, Sony Corporation / Japan, 1979–1980
TPS-L2 卡带机，索尼公司／日本，1979–1980 年
© Sony

解决问题

设计能够帮助我们解决大大小小的问题。设计师希望通过重新设计产品、建筑及体系，改善贫困、健康、平等、环境、社会公正等问题。

讨论：

你最想解决什么问题？你认为在解决这个问题的过程中，设计能做些什么？

设计：

在本次展览中，有很多设计都成功解决了问题。找出最让你受启发的几个，列出它们要解决的问题及采用的方法。然后选一个你想要解决的问题，写一份设计简报。如果能请一个设计团队来解决这个问题，你最希望他们从哪些方面着手？向一位同学提出挑战，让他 / 她根据你的设计简报给出几个原始方案。

PROBLEM-SOLVING

Design can help to solve problems both big and small. Designers think about how we can address issues such as poverty, health, equality, the environment and social justice through new designs for products, buildings and systems.

DISCUSS:

What problem would you most like to solve? How could design help to solve this problem?

DESIGN:

Search the exhibition for inspiring examples of how design has solved problems. Identify the problem and solution for your favourite examples. Choose a problem you would like to solve and write a design brief based on that problem for a design team. What are the key issues you would like them to address? Challenge a classmate to sketch out some initial ideas to answer your brief.



Cheetah Xtreme Running Blade, Ossur / Iceland, 2012
印度豹 XTREME 跑步用假肢，奥索 / 冰岛，2012 年
© Ossur UK



Boro Robe / Japan, 1875
boro 长袍 / 日本, 1875 年

© Victoria and Albert Museum, London



Katran Rocking Chair, Sahil Sarthak Design Studio / India, 2015
Katran 摇椅, 萨希尔·萨塔克设计工作室 / 印度, 2015 年

© Sarthak Sahil Design Co.

材料

设计与材料密不可分。科学家和工程师不断地发现、创造新材料，而设计师则赋予这些材料新的功能，用不一样的方式使它们摇身一变成为有用的东西。

讨论：

在设计中选用不同材料，对环境造成的影响也有所不同。设计师要怎样做才能降低对环境的影响？

设计：

找出展览中你最喜欢的设计材料，说说它的特性是什么？持久耐用，还是比较脆弱？柔软还是坚硬？华丽的还是普通？试用这种材料设计一样新产品，要充分发挥这种材料的特性。

MATERIALS

Materials and design are closely linked. Scientists and engineers develop and discover new materials. It is the role of the designer to transform these materials into useful things by imagining new functions and develop new expressive styles.

DISCUSS:

The way designers use materials has an impact on the environment. How can designers reduce their environmental impact?

DESIGN:

Select your favourite material from the exhibition. What are its properties? Is it durable or weak? Soft or hard? Beautiful or simple? Design a new product made out of this material that makes good use of its properties.



Olivetti Valentine Typewriter, Ettore Sottsass and Perry King / Italy, 1969
 奥利维蒂“瓦伦丁”打字机，艾托尔·索扎斯和佩利·金/意大利，1969年
 © Olivetti



Mickey Mouse Kettle, Michael Graves / USA, 1991
 米老鼠水壶，迈克尔·格雷夫斯/美国，1991年
 © Victoria and Albert Museum, London

身份

设计师会用符号、标志、颜色、材料和形状，赋予每样东西更丰富的意义，让它拥有自己的个性。我们也可以用这些东西来彰显个性。你是什么样的人，你想成为什么样的人，都可以通过物品来表达。

讨论：

你是怎样用设计来表达自己的身份的？你喜欢特立独行，还是喜欢表明自己是某种亚文化、组织、运动团队或城市的一份子？

设计：

选一件展品，根据你的身份和性格重新设计它。你会选用什么样的颜色、图案、符号和形状呢？

IDENTITY

Designers use different signs, symbols, logos, colours, materials and shapes to give things more meaning and personality. We can use these things to express who we are and who we want to be.

DISCUSS:

How do you use design to express your identity? Do you like to stand out in a crowd, or show belonging to a subculture, organisation, sports group or city?

DESIGN:

Choose an object in the exhibition and redesign it to express your personality. What colours, patterns, symbols and shapes will you choose?

沟通

设计可以快速有效地传达讯息。设计师会仔细思考，如何才能用文字、图像、色彩和图案来简化信息。

讨论：

沟通并不总是不带观点、完全中立的。设计师可以通过什么方法来说服人们，影响人们的观念呢？

设计：

设计一个表情符号（emoji），用尽可能简单的图案表达一种情绪或一个想法。要求最多使用 3 种颜色，2 种形状。

COMMUNICATION

Design can communicate information in a quick and efficient way. Designers think carefully about how to simplify information and ideas using words, pictures, colours and patterns.

DISCUSS:

Communication is not always a neutral process. How can design be used to persuade and influence people's opinions?

DESIGN:

Design an emoji that communicates an emotion or idea as simply as possible using a maximum of 3 colours and 2 types of shape.



Celestial Globe, Diya al-Din Muhammad / Pakistan, 1650
天体仪，迪亚·萨拉丁·穆罕默德 / 巴基斯坦，1650 年
© Victoria and Albert Museum, London



Sandal Shoes / UK and France, 1820-1854
凉鞋 / 英国和法国, 1820 - 1854 年
© Victoria and Albert Museum, London



WOBO Bottle, John Habraken / The Netherlands, 1963
WOBO 啤酒瓶, 乔恩·哈布瑞肯 / 荷兰, 1963 年
© Heineken Collection Foundation

成本

为不同人所做的设计，价格与也会有所不同。设计品可以通过在材料、销售、生产技术方面下功夫来降低成本，让更多人可以负担得起。

讨论：

有的设计价格便宜，充满欢乐；有的设计价格昂贵，奢侈华丽。你认为哪一种更好？制造成本极低的产品有没有负面影响呢？

设计：

选一件展览中比较昂贵的物品，想想怎样重新设计该产品，使其成本更低，让更多人可以负担得起。

COST

Designers choose to make things that are cheap or expensive depending on who they are designing for. Through thinking about materials, distribution and production techniques, design can help reduce the price of a product, allowing more people access to it.

DISCUSS:

Which do you think is best: cheap and cheerful or expensive and luxurious? Are there any negative sides to attempts to produce very low cost products?

DESIGN:

Select an expensive object in the gallery. How can you redesign it to make it cheaper and more accessible?



Juicy Salif, Philippe Starck / France, 1990
“多汁萨利夫”榨汁机，菲利普·斯塔克 / 法国，1990 年
© Victoria and Albert Museum, London



Netsuke in the shape of a badger wrapped in a lotus leaf / Japan, 1750–1900
根付 / 日本，1750 – 1900 年
© Victoria and Albert Museum, London

奇观

巧妙的设计能将一件物品变成奇观，刺激我们的感官，让我们发现更多可能。设计师可以通过一系列技巧让我们瞠目结舌，比如令人惊叹的工艺，独特的材料，夸张的形状或者高超的科技。

讨论：

你觉得本次展览中，哪件展品最奇思妙想、蔚为奇观？为什么？

设计：

选一样你常用的简单日用品，把它重新设计得更有趣，更独特。

WONDER

Clever design can create objects that provoke a sense of wonder, stimulate our senses, and change what we believe is possible in the world. Designers employ a variety of strategies to dazzle us, including impressive craft technique, exclusive materials, theatrical form or technical triumphs.

DISCUSS:

Which object in the exhibition do you think is the most wonderful and why?

DESIGN:

Think of a simple object that you use every day. Redesign it to make it more dazzling and extraordinary.

观展后活动 / 更多资讯

研究:

若想获得更多设计灵感，欢迎访问 V&A 的线上藏品库：

<http://collections.vam.ac.uk/>

回顾:

创建设计灵感记录簿，留意寻找并记录你在设计中可能会用到的颜色、形状、材质、形式、材料、技术，并添加自己的注解。可以使用你在展览、家中、学校或任何地方摄制的影像资料。

设计:

原型是用来测试新设计的初期样板或模型。设计师用原型来测试自己的想法是否可行，同时也通过实际制作进一步学习。

您可以在回到学校后，鼓励学生将展览中的初期设计想法制成原型。您还可以通过不同的小游戏来激发学生的创造力，比如一分钟创作挑战，或者限制创作材料（例如只使用一张白纸，或者只使用回收材料，或者禁止使用胶水等等）。请鼓励学生大胆实验，可以一边做，一边提出新点子。

FOLLOW-UP ACTIVITIES / FIND OUT MORE

RESEARCH:

For further design inspiration, explore Search the Collections, the V&A's collection online
<http://collections.vam.ac.uk/>

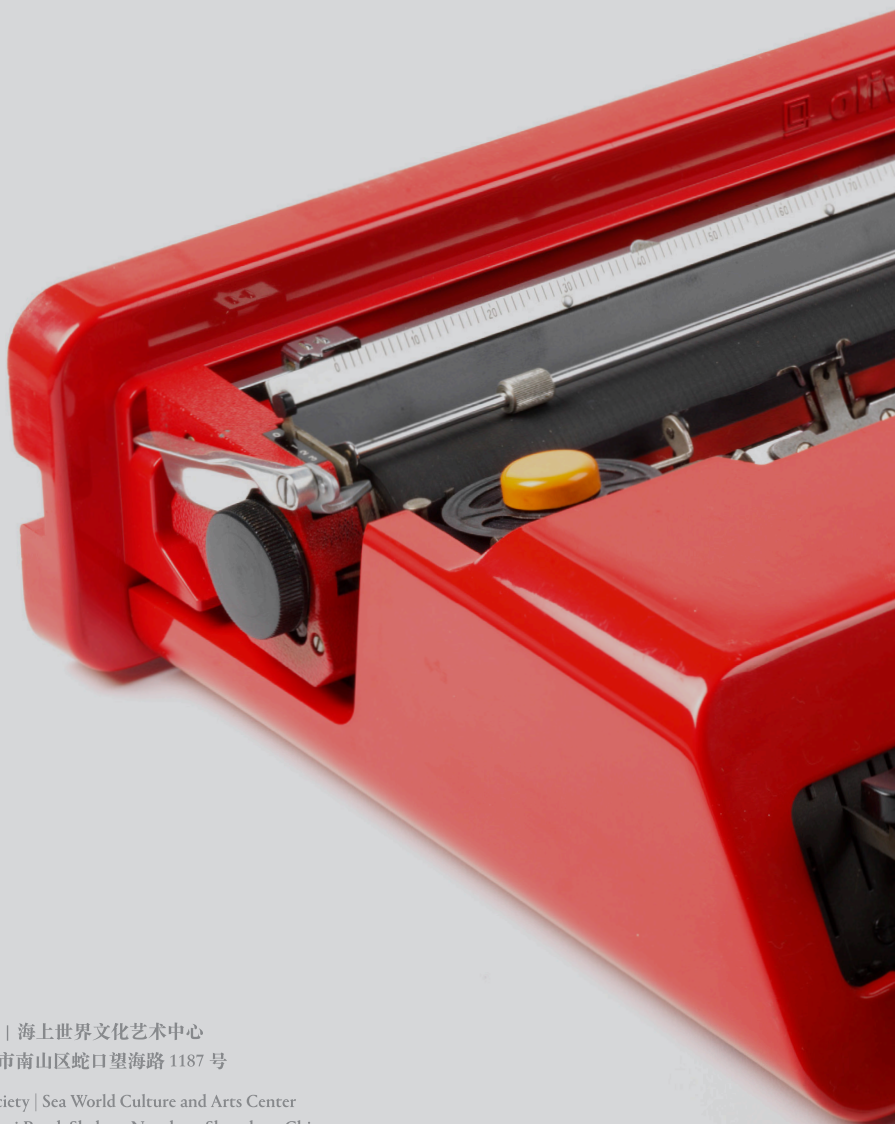
REVIEW:

Annotate a design inspiration board using visual recordings made in the exhibition as well as at home, school and out and about. Look for and record colours, shapes, textures, forms, materials and techniques that you could use.

DESIGN:

A prototype is an early sample or model designed to test and trial a new design. Designers prototype to test out design ideas and learn through making. Prototype initial designs from your visit when you return to school. Experiment with different exercises to stimulate creativity, such as a one-minute speed making challenge or limiting materials – only using a single sheet of paper, using recycled materials or banning glue. Encourage students to be experimental and come up with more ideas as they are making.

Olivetti Valentine Typewriter, Ettore Sottsass and Perry King / Italy, 1969
奥利维蒂“瓦伦丁”打字机，艾托尔·索扎斯和佩利·金 / 意大利，1969 年
© Olivetti



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