

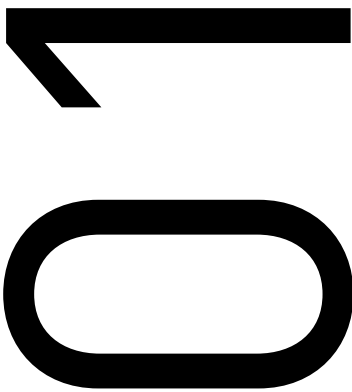


ANNUAL REPORT 2012 - 2013

Moi!

**FOR PROF. YRJO SOTAMAA,
WHO DEVOTED TO THE SINO-FINNISH
FRIENDSHIP AND DEVELOPMENT OF SFC
AND ALL YOU GUYS!**

**谨以此书献给
致力于深化中芬友谊及中芬中心建设的
索达曼教授
和热爱中芬中心的你！**



01 SFC PEOPLE

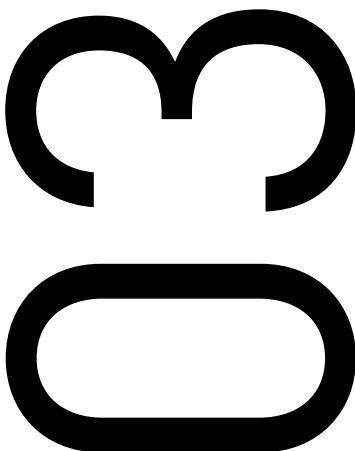
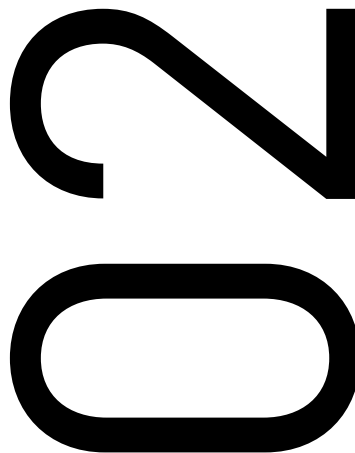
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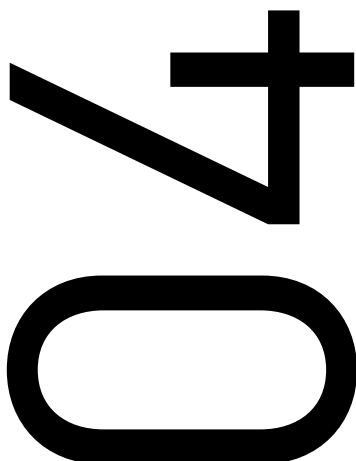


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IN THE PAST YEAR, WE HAVE USED **64800** M TOILET PAPER!
在过去的一年里,我们用了**64800**米厕纸!



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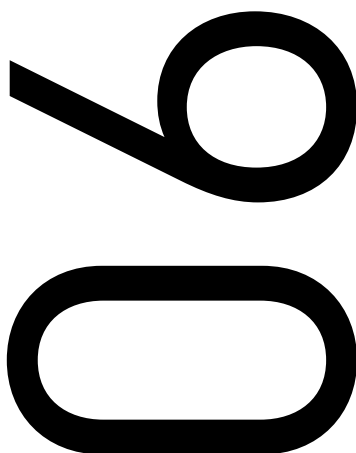
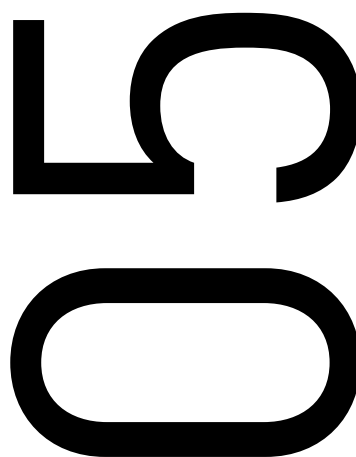
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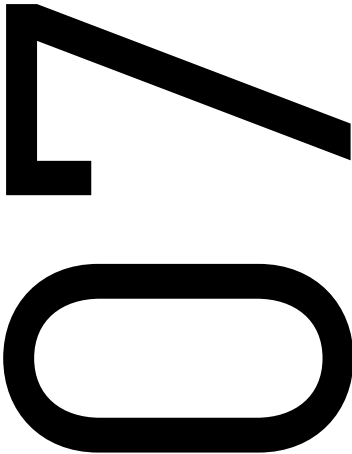
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IN THE PAST YEAR, WE HAVE USED **112860** KWH!
在过去的一年里, 我们用了**112860**度电!

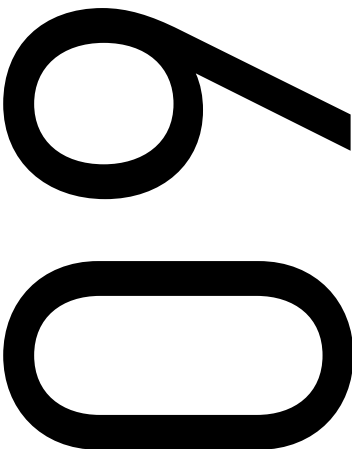
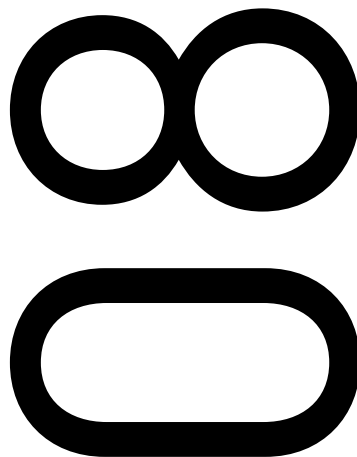


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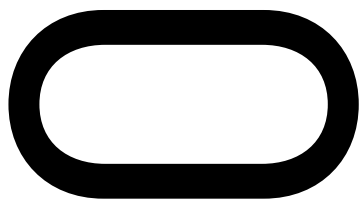
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IN THE PAST YEAR, WE HAVE DRANK 432 BUCKETS OF PURE WATER!
在过去的一年里, 我们喝了**432**桶纯净水!



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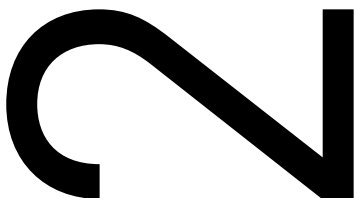
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IN THE PAST YEAR, WE HAVE DRANK **4722** CUPS OF COFFEE!
在过去的一年里, 我们喝了**4722**杯咖啡!

THREE-YEAR RECORD OF SFC

中芬中心三年记

Prof. Lou Yongqi, SFC Executive Vice Director
 娄永琪 教授 中芬中心副主任

SFC is 3 years old now, I would like to light 3 candles for SFC to celebrate its birthday, and each flame pops up a happy word:

2013年，中芬中心三岁了。点三枝蜡烛给中芬庆生，每个火苗上都跳动着快乐的词语：

“Fly”

Now SFC has flown beyond Tongji University and Aalto University and become a rising star in international innovative cooperation area. By supporting international interdisciplinary education, research, talents exchange, industry cooperation and demand docking, SFC's influence has expanded to international economy and many aspects in social communication. Over the past year, Radical Design Week, global collaboration of Design Factory, and the completion of Tongji (shanghai)-Aalto (Espoo) – Stanford (Palo Alto) “University-City” international innovation knowledge circle has made SFC hold an important position among global innovation institutions. SFC only spent 3 years to grow from learning how to walk into flying.

“飞翔”

中芬中心已经迅速走出同济大学和阿尔托大学校园，成为国际和区域创新合作的一颗新星。通过国际化跨学科教学、研究、人才交流、产业合作和需求对接，中芬中心的影响已经逐步拓展到中芬乃至国际经济和社会交流的各个方面。一年来，革新设计周的成功举办、设计工场的全球合作、到同济（上海）-阿尔托（埃斯波）-斯坦福（帕拉奥托）的“大学-城市”国际创新知识圈的建构等工作都使中芬中心在全球创新机构的版图上占有越来越重要的位置。三年，中芬中心已经从蹒跚学步开始飞翔。

“Personality”

the “open innovation” feature of SFC become more and more distinctive. From promoting design thinking to interdisciplinary innovation education and research, building up global entrepreneurship ecosystem, each step SFC took is following the leading edge of world higher education reform. The project “Tongji entrepreneurship valley” launched by SFC has gained fully affirmation and support from Tongji University, an open innovation and entrepreneurship education platform combined with global resources is gradually taking shape, and this step will further magnify SFC's knowledge spillover effect, and thus promote social progress.

“个性”

中芬中心“开放创新”的特征变得越来越鲜明。从推广设计思维（Design-Thinking），到跨学科创新教学和研究，到全球创业生态圈营造，中芬中心的每一步都走在世界高等教育改革的前列。“中芬创新创业辅修项目”、“中芬教育法培训”等项目，开始成系统地架构创新教育的平台。中芬中心发起“同济创业谷”项目更是获得了同济大学的大力肯定和支持，一个结合地域活力和全球资源的开放创新创业教育和科研平台正在逐步形成，这也将进一步放大中芬中心知识外溢效应，推动社会进步。

“Dreamy”

If there is any secret of SFC's success, it will be its ability to attract talents, and let them realize their dreams. Students and youths bring SFC dramatic stretching force, thriving vitality, and unlimited possibilities; it is the inherent energy of young people. SFC linked current social economy with the tremendous requirement and energy of the youths to learn knowledge, pursue innovation and improve the society, therefore, SFC is the paradise for young people to realize their dreams. Meanwhile, colleges and universities, research institutions, enterprises, entrepreneurs, government, NGOs that around SFC made up an innovation ecosystem, shortened the distance between dream and reality.

“梦想”

如果说中芬中心的成功有什么秘诀的话，那就是吸引和包容最优秀的人才，并为他们的自由发展的创造条件。学生和青年人才给了中芬中心戏剧性的张力、蓬勃的生机和无限的可能性，这是年轻人与生俱来的活力。中芬中心链接了当下社会经济转型的以及年轻人学习知识、追求创新、改善社会的巨大需求和能量，因而中芬是青年人制造梦想和实践梦想的天堂。同时，中芬周边由高校、研究机构、企业、创业者、政府、协会等非政府组织组成的创新生态系统，拉近了梦想和现实的距离。

”

Flying our dreams and holding the unique personality is the happy growth record of SFC. I hope that SFC- this single spark can start a prairie fire, so more dreams can bloom in the process of creating a better world.

放飞梦想，飞出个性，是中芬三年快乐成长的记录。我也希望中芬中心这个星星之火可以燎原，在创造一个更为美好的世界的努力中，让更多的梦想可以绽放。



BUILDING A BETTER WORLD BY FUTURE ORIENTED EDUCATION 面向未来 创造更好世界

Prof. Yrjö Sotamäki, SFC Executive Vice Director
索达曼 教授 中芬中心副主任

The bold vision has grown into a reality

The bold vision of Presidents Teeri and Pei was to make SFC a dynamic and unique platform for Sino-Finnish cooperation. SFC should become the dreaming space of future-oriented education, research and social service and of innovations. It is exciting experiment piloting 21st Century education.

When listening to the speeches of Finnish and Chinese leaders in the Hanasaari "Development and Innovation Forum" on August 26th, 2013 it became clear to me that the bold vision of the two University Presidents had become a reality.

Espoo and Shanghai Mayors, Mr Jukka Mäkelä and Mr Yang Xiong and the Finnish Minister of Education, Ms Krista Kiuru all highlighted the importance of Aalto and Tongji Universities in the Finnish-Chinese cooperation. The Sino-Finnish Centre is the dynamic engine of this cooperation.

The team of passionate people involved in building and managing SFC and the solid support of the Aalto and Tongji leaders has driven the development. The spirit of success is based on the ambitions, commitment and open mindedness of talented people.

Growing number of students are engaged in SFC's lectures, courses, programs, research projects, university-industry projects and in exchange. This is expanding the benefits of Aalto-Tongji collaboration to all parts of the university community. It means that the ideas and interests of students have become important drivers of SFC's activities. This emphasizes also our "students

first" philosophy.

SFC has grown beyond Finnish-Chinese cooperation through the engagement of leading universities from Europe, USA, Asia and Latin America to its activities. A true highlight of this was the Radical Design Week in Shanghai 2012. SFC was the engine and hotspot of RDW. During the RDW week, Aalto, Tongji and MIT brought together over 60 students from 17 different countries. They worked with 10 top professors planning the future urban environment. Simultaneously two other workshops and the DESIS seminar took place in SFC which made it feel bit like "United Nations of Design". SFC has become true hub of international innovation knowledge.

Next steps

SFC's fifth Advisory Board meeting in June in Helsinki reflected the strong commitment of both Aalto and Tongji Universities to deepening and expanding the cooperation. The Board also discussed the possibility to strengthen the foundation of the cooperation by building partnerships with Espoo and Shanghai Cities. The vision presented in the meeting would build an ambitious global triangle of innovation and entrepreneurship by bringing together Aalto-Espoo, Tongji-Shanghai and Stanford-Palo Alto. A boost to this plan is the Tongji Entrepreneurship Valley project. The cooperation would be based a "five star strategy", which would connect and integrate the university, society, people, world and industry.

The core themes of the Aalto-Tongji cooperation are sustainable campus/

community development (smart life, green tech, social innovation, sustainable urban planning, prototyping new solutions), entrepreneurship, design& innovation. The ongoing programs - the IDBM Double Degree Masters Program, Pedagogic Training Program, PDP Courses, Mobile Courses (Aalto on Tracks, Tongji on Tracks) will continue. An important addition to this list will be cooperation in Business Management training. The Radical Design Week initiated by SFC in 2013 will become an annual highlight of the cooperation.

The challenge

The successful start has been on the end the easier part of building SFC. There is still a lot to do to improve the quality of all activities. We have also to consolidate the working and management culture, improve communication and brand building, increase the resources to meet the needs of the expanding activities, increase the attractiveness of SFC in the eyes of students, professors, other universities and companies. A big task is to turn the emerging research initiatives to long-term research programs and to a solid research community built around them. The real challenge is to live up to the promise of Presidents Teeri and Pei to have an impact on surrounding world by "building a better world to live in". SFC is on the right track to fulfil this mission.



大胆设想成为现实

泰里校长与裴钢校长曾大胆设想将中芬中心建成一个中芬双方合作的独特平台。中芬中心应当成为面向未来教育、研究、社会服务及创新的梦想空间。这是一个令人振奋的21世纪教育试点。在今年8月26日汉纳萨里召开的“发展与创新”论坛上，听到中芬双方领导人的讲话，我意识到同济跟阿尔托两校领导人的大胆设想已成为现实。

埃斯波市长扎卡·麦卡拉，上海市长杨雄及芬兰教育部长科斯塔·蔻鲁都高度赞赏阿尔托大学和同济大学在促进中芬合作上的重要作用。中芬中心正是中芬合作的动力引擎。

中芬中心充满激情的建设管理团队、阿尔托与同济校方领导的鼎力支持都带动了中芬中心的发展。成功的精神正基于他们的抱负、承诺和开放观念。

越来越多的同学们正参与到中芬中心的讲座、课程、研究项目、校企合作项目和校际交流中来，这有利于促进阿尔托大学与同济大学全方位的合作。同学们的想法和兴趣已成为中芬中心活动的重要驱动力，这也体现了我们“以学生为本”的理念。

中芬中心的作用已不仅限于中芬合作，它已参与到欧洲、美国、亚洲和拉丁美洲高校的活动中。2012年在上海召开的芬兰革新设计周是一亮点，中芬中心是此次革新设计周的引擎和热点所在。在设计周期间，阿尔托大学、同济大学和麻省理工学院召集了来自17个国家的60余名学生，他们与十名顶级教授合作规划未来城市环境。随后，在中芬中心开展了另外两个工作坊及社会创新与可持续设计联盟的研讨会，让中芬中心有点像“联合国设计之都”。中芬中心已成为真正的国际创新知识枢纽。

展望

今年6月在赫尔辛基召开的中芬中心第五届理事会反映出阿尔托大学和同济大学加深并扩大合作的强烈意向。理事会还讨论了将埃斯波市与上海市建立伙伴关系作为加强合作的基础。在会议上提出的愿景是建立一个全球创新创业三角，汇集阿尔托-埃斯波、同济-上海和斯坦福-帕罗奥图三大创新基地。同济创业谷正是对这一计划的促进。合作基于“五星战略”，将把大学、社会、人民、世界和行业整合为一体。

同济-阿尔托合作的核心主题是可持续校园/社区发展（智能生活、绿色科技、社会创新、可持续城市规划、新方案解决原型），创业，设计和创新。现有的项目有国际设计商业管理硕士双学位项目，教学法培训项目，产品开发项目课程，创新移动课堂（阿尔托大学创新移动课堂、同济大学创新移动课堂）。这些项目仍将继续进行，此外，关于商业管理培训的合作也即将开展。2013年由中芬中心发起的革新设计周将成为同济-阿尔托合作的年度重头戏。

挑战

建成中芬中心仅是成功的开始，为提升各类活动的质量，我们仍有许多事情要做。我们应当巩固工作和管理文化，加强沟通和品牌建设，增加资源以满足不断增多的活动需求，并提升中芬中心对学生、教授、其他高校和企业的吸引力。将新兴自发式研究转变为长期研究项目并建立一个坚实的研究社群，亦是中芬中心的重要任务。

中芬中心真正的挑战是实现泰里校长和裴钢校长共同的承诺：通过“建造一个更美好的世界”对周围世界产生切实影响。中芬中心正走在实现这一愿景的正确轨道上。

”

The real challenge is to live up to the promise of Presidents Teeri and Pei to have an impact on surrounding world by “building a better world to live in”. SFC is on the right track to fulfil this mission.

通过“建造一个更美好的世界”对周围世界产生切实影响。中芬中心正走在实现这一愿景的正确轨道上。

01

SFC PEOPLE





VISION 愿景

Sino-Finnish Centre will grow to a Sino-Finnish Campus and to an important hub and engine of international innovation knowledge.

中芬中心将成为国际创新知识的枢纽及引擎。

MISSION 任务

Support the mutual goal of Aalto and Tongji Universities to become world class universities and enhance their impact on society;

Actively contribute to the building of creative and sustainable societies of the 21st century through high quality researches, educations and innovations.

为同济大学 and 阿尔托大学成为世界级高校这一共同目标提供支持，并提升其社会影响力；

通过高质量的教育、研究和创新活动，积极献身缔造二十一世纪创新、可持续社会环境。

SFC PEOPLE 中芬中心团队

SFC Directors

中芬主任



PROF. DR. PEI GANG

SFC Director

裴钢 教授、博士

中芬中心主任



PROF. DR. LOU YONGQI

SFC Executive Vice Director

娄永琪 教授、博士

中芬中心副主任



PROF. YRJO SOTAMAA

SFC Executive Vice Director

索达曼 教授

中芬中心副主任

SFC Board Members
中芬理事会成员



ILKKA NIEMELA
Deputy President, Aalto University

伊卡 涅梅拉
阿尔托大学副校长



HANNU SERISTÖ
Vice President, Aalto University

哈努 塞里斯托
阿尔托大学副校长



MARTTI RÆVAARA
Vice President, Aalto University

马蒂 艾瓦拉
阿尔托大学副校长



ANTTI PIRINEN
Director, Product Strategy and Marketing, KONE China at KONE Corporation

安提 比尼恩
通力电梯中国产品战略和营销主管



WU JIANG
Vice President, Tongji University

伍江
同济大学副校长



DONG QI
Vice President, Tongji University

董琦
同济大学副校长



WU ZHIQIANG
Vice President, Tongji University

吴志强
同济大学副校长



YANG MIANMIAN
President, Haier Group

杨绵绵
海尔集团总裁

SFC Inhouse Professors
中芬教授团队



**JAN STAEL VON
HOLSTEIN**
缘诗道

Professor Jan was one of the professors in the working team which structured and created the new College and he has been on the advisory board since its start. He is now also in the international advisory board of D&A and director of SIMTEC.

This year will see the start of a three-year research project on Urban Vertical, Agriculture for the Plantagon Group from Sweden. I also hope to start some projects with the Volvo Ab Group on the future of transport.

缘诗道教授参与了设计创意学院的构造与创建，并自学院成立之日起就担任理事会成员。现在，他还是同济大学设计与艺术学院国际顾问委员会委员、瑞典 SIMTEC 公司主管。

教授课程：

设计创意学院品牌战略与设计管理；国际设计商业管理项目课程、工作坊。2012 年开始为瑞典 Plantagon 公司开展为期三年的城市垂直农业研究项目。我也期待与沃尔沃公司就未来交通开展项目。



LIU FUQIANG
刘富强

Professor of School of Electronics and Information Engineering, Tongji University
Director of Broadband Wireless Communication and Multimedia Laboratory; DAAD visiting scholar of Germany in 2005; Guest-professor of National Institute of Informatics in Japan.

Research Fields:

The theory and technology of broadband wireless communication (LTE Testing, vehicle communication/DSRC); Intelligent Transportation Video Information Processing and Sensing (video navigation system on-vehicle, active safety system of Intelligent Vehicle); Information design and application in the automotive and Intelligent Transportation Systems.

电信学院 教授

宽带无线通信与多媒体研究室主任、2005 年德意志学术交流中心访问教授、日本国立情报学研究所客座教授

研究领域：

宽带无线移动通信理论与技术（LTE 测试、车辆通信 / 专用短程通信技术）；智能交通视频信息处理与遥感（车载视频导航系统、智能安全系统）；汽车与智能交通系统信息设计与应用



LIU QIANG
刘强

Associate Professor, School of Economics and Management, Tongji University

Ph.D. in Management, M.S. in Philosophy, B.S. in Geography

As a person in charge, had finished 16 research projects, and published more than 10 papers. Shanghai policy consultant Achievement Award, Tongji University Outstanding Paper Award, Tongji University Teaching Award and many other awards.

Research Fields

Innovation and Research Management; Creative Industry and Creative City; City and regional development

经济与管理学院工商管理系 副教授

管理学博士，哲学硕士，理学学士

主持完成包括 2 项省部级课题在内的十余项课题，发表论文十余篇。获得上海市决策咨询奖、同济大学优秀论文一等奖、同济大学奖教金等多项奖励。

研究领域：

技术创新与科研管理；创意产业与创意城市；区域与城市发展



MATTI NOJONEN
马迪

Dr. Matti Nojonen is a Tongji Aalto Professor of Management at the SFC. He is also a research fellow at Aalto University School of Business.

He gained his M.A. in Sinology at Stockholm University and a Ph.D. in Economics and Business Administration at Helsinki School of Economics.

His primary research interests are related to traditional Chinese strategic thinking and contemporary Chinese economic development models of different provinces in China.

同济 - 阿尔托大学 管理学教授

阿尔托大学商学院 研究员

他在斯德哥尔摩大学获得了汉学的硕士学位，之后在赫尔辛基经济学院获得了经济与工商管理学的博士学位。

研究领域：

中国传统战略思维；中国不同省份的当代中国经济发展形势



MA JUN
马钧

Master of Electronics engineering and automation, Technische Universität Darmstadt; Doctor of Vehicle Engineering, School of Automotive Studies, Tongji University. Foreign Expert, Deputy Dean of School of Automotive Studies, Chair Professor in Automobile Marketing and Logistics of School of Automotive Studies, responsible for the teaching, cultivation and research projects of undergraduate and graduate students, Tongji University.

Research Fields:

Relative fields of Policy and industrialization of New Energy Vehicles, cutting-edge development, traditional marketing 4P theory, project management, product management, etc. of Automotive products.

汽车学院 教授

德国达姆施塔特工业大学电子工程自动化专业工学硕士学位；同济大学汽车学院车辆工程工学博士学位。

同济大学外籍专家，同济大学汽车学院副院长，汽车学院汽车营销与物流学科方向的责任教授，负责本科生和硕士生教学培养、课题研究等工作。

研究领域：

新能源汽车政策、产业化相关领域，汽车产品前沿开发、传统 4P 营销、项目管理及产品管理等。



JOEY J. LEE
李崇德

Assistant Professor of Game Design, Interactive Media and Educational Technology B.S. with Honors in Computer Science, The Pennsylvania State University; Ph.D. in Information Sciences and Technology, The Pennsylvania State University.

Focus: Research and design of games and game-like experiences that address real-world problems, with a specific emphasis on motivation, identity formation, culture, learning and design.

游戏设计、交互媒体及教育技术助理教授。

宾州大学计算机技术学士学位，信息科学与技术博士学位。

研究领域：研究与设计游戏、能解决真实世界问题的博弈式经验，重点关注动机、身份信息、文化、学习和设计。

SFC Innovative Supervisors

中芬创新导师



GODERT VAN HARD-ENBROEK
霍达

Designer and Entrepreneur with a focus on sustainability.
Teaching “Sustainability Thinking” module course
the start up of a Formula Student Electric race team called DIAN Racing.

可持续性领域设计师、企业家；
教授“可持续思维”模块化课程；
创建方程式学生电动赛车队“DIAN Racing”



SU YUNSHENG
苏运升

Innovation Director, ETOPIA Building Development Co.Ltd
Co-founder of Urban China Magazine
Ph.D in Urban Planning, Tongji University
Research Field:
Urban Planning, Urban Planning for the Future, Integrated Construction

上海易托邦城市建设发展有限公司创新总监；
《城市中国》杂志合伙创始人及国际版主编；
同济大学城市规划博士研究生
研究领域：
城市规划、未来城市建筑、集成式建筑



RICHARD HSU
徐宗汉

Hsu is now passionate about education in China, branding, content and learning platforms, and thinking for BOP.

Hsu is the chief curator for TEDx platform in Shanghai and is advisor to TED USA in China.

Hsu teaches one full graduate design and innovation class at SFC, the course name is Cross- Disciplinary thinking. He supports another professor with a Branding class - Hsu class will be on National Branding. Hsu supports SFC by bringing strong design firms to the dept, and professionals / lecturers to the stage.

Richard 积极从事中国教育、品牌化、平台内容及教育、金字塔底层思维。

他是 TEDx 上海的总策展人，也是 TED USA 在中国的顾问。

Richard 在中芬中心教授跨学科思维，是一门面向研究生的设计与创新课程。他还同另一名教师共同开展品牌化课程，主要负责国家品牌。同时，Richard 通过引进实力设计公司、教授、讲师，为中芬中心提供支持。



SAM WANG
王峰

Creative Designer, Crystal CG

Detailed Design Team Member of 2010 Shanghai Expo China Pavilion Exhibition Plan

Exhibition Creative Designer of Qingming Shanghe Tu in China Pavilion

Graduated from Dept. of Journalism and Communication, Xiamen University, majoring in Advertising

水晶石数字科技有限公司 创意总监；

2010 上海世博会中国国家馆展示方案深化设计团队成员；

中国国家馆《清明上河图》展示创意总监

毕业于厦门大学新闻传播系，主修广告学专业



DAVID LI
李大维

David Li has been contributing to open source since 1990. He is member of Free Software Foundation, committer to Apache projects and board of director of ObjectWeb. In the past 20 years, David has started several open source software projects and contributed to many. In 2010, he founded XinCheJian, the first hackerspace in China to promote hacker/maker culture and open source hardware. He also developed Ardublock, the most popular visual programming environment for Arduino. In the past two years, he also started into urban farming with aquaponics and bring the spirit of open source into farming and gardening.

李大维自 1990 年起加入开源软件社区，是 FSF 会员，Apache 的贡献者及 ObjectWeb 董事，贡献和发起了多项开源软件项目。他于 2010 年在上海创立中国第一个创客空间“新车间”，推广开源硬件和创客文化。他也是 Ardublock 的开发者，该项目是目前在 Arduino 社区里面最受欢迎的图形开发环境。这两年李大维开始推广都市农耕和鱼菜共生，将开源精神带入到农耕中。

SFC Staff
中芬中心管理团队



FAN FEI
Assistant Director
PhD in Management

范斐
主任助理
管理学博士



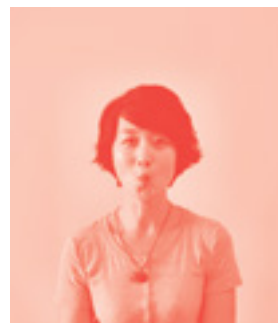
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韩马
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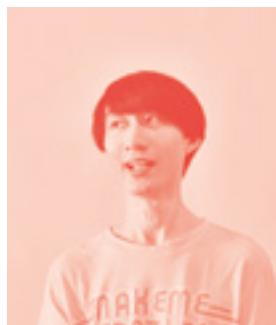
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MA in Art and Design

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艺术设计学硕士



AKATSUKI RYU
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*MSc in Signal and Information
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软硬件工程师
信号与信息系统硕士



WU MANZHI
Communication Officer
(2012.09~2013.06)

吴曼至
公共传播专员
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钱卓韵
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BEI YINGJIE
Graphic Designer
BA Candidate in Digital Media Design

贝英杰
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数字媒体设计学士在读



ZHU JINGWEN
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朱静文
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MERI VAINIO
ATDF Panda
MSc Candidate in Information Networks

美里
同济阿尔托设计工厂熊猫
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MA Candidate in Linguistics

方笑枝
项目助理
语言学硕士在读







02

HISTORY & PATH

01

Pioneer Visit 初次结缘

On May 28th, 2007, Prof. Yrjo Sotamaa, the former President of University of Art and Design Helsinki, was invited to visit Tongji. After the visit, in 2008, he was invited to be Guest Professor in Tongji University. In October 2009, he took position as the Advisory Dean of the College of Design and Innovation, Tongji University. Professor Sotamaa became an active advocate of Aalto-Tongji cooperation.

2007年5月28日,前赫尔辛基艺术与设计大学校长索达曼教授应邀访问同济。访问之后,2008年,他受邀成为同济大学客座教授。2009年10月起,他担任同济大学设计创意学院顾问院长。索达曼教授一直以来都是同济-阿尔托大学两校合作的有力倡导者。

02

Ministry Support 高层支持

On November 13th, 2009, President Pei Gang met with Henna Virkkunen, the Minister of Education and Science of Finland. He made two comments for cooperation in particular: start the Sino-Finnish Double Degree Program and build alliances among universities and enterprises from China and Finland. From now on, Ministers from Finland and China continue to support further planning of the Sino-Finnish Cooperation.

2009年11月13日,同济大学校长裴钢会见芬兰教育科学部长 Henna Virkkunen。裴校长对于合作提出了两点建议:一,启动中芬双学位项目;二,在高校和企业间建立战略合作联盟。之后,中芬二国政府部委继续大力支持我们的中芬合作。

03

Initial MOU 首签备忘录

From January 8th to 10th, 2010, on behalf of President Pei, Vice President Wu Jiang visited Finland and attended the Opening Ceremony of Aalto University. During his visit, he signed the Memorandum of Understanding with President Tuula Teeri of Aalto University about establishing the SFC on January 9th. This was the first agreement that the new Aalto University signed with a foreign University, thus emphasizing the importance of Tongji and China for Aalto.

2010年1月8日至10日,伍江副校长代表裴钢校长赴芬兰出席阿尔托大学的开幕仪式。1月9日,伍江副校长与阿尔托大学校长 Tuula Teeri 签署了有关筹建同济大学中芬中心的备忘录。这是新成立的阿尔托大学与国外大学签署的第一份协议,彰显了中国、同济对阿尔托的重要性。

04

First Draft of ATDF 同济-阿尔托设计工厂的雏形

In February, 2010, Prof. Lou Yongqi, visited Aalto University. During his visit, the first draft of the Aalto-Tongji Design Factory and roadmap was co-created through a joint workshop held in Aalto Design Factory.

2010年2月,娄永琪教授访问阿尔托大学。访问期间,通过一场联合设计工作坊完成了同济-阿尔托设计工厂的雏形设计和建设规划。

05

Negotiating on SFC 协商成立中芬中心

Since April, 2010, the two universities have started the SFC agreement negotiation. Vice President Dong Qi, Tongji University and his team, Prof. Dr. Li Zhenyu, Director of International Office, Ms Feng Yiping, Deputy Director of International Office, Ms Tao Mingxia, Program Coordinator of International Office contributed their diplomatic wisdom and professional knowledge during the preparations.

自2010年4月开始,两所大学开始了有关成立中芬中心的协商与谈判。同济大学副校长董琦带领他的团队——外事办公室主任李振宇教授、外事办公室副主任冯一平女士、外事办公室项目协调人陶明霞女士等,用他们的外交智慧和专业知识在筹备工作中做出了巨大贡献。

06

ATDF Space Design and Construction 同济-阿尔托设计工厂的空间设计与施工

Concurrently with the negotiations about the SFC agreement, the concrete step to establish the first phase of SFC, ATDF by the end of May, 2010, was started with strong commitment from both sides. Design teams from both Universities worked together days and nights. Shi Yin, teacher of interior design in Tongji University, together with Esa Santamäki, Chief of Spatial Design in Aalto Design Factory and Viljami Lyytikäinen, project leader from Aalto Design Factory, worked hand-in-hand to finalize the renovation and design plans during the first three weeks of March. Thanks to strong support and vision from Executive Vice President Chen Xiaolong, Tongji University, the renovation and design process was completed with remarkable speed and quality. The whole process took all-together only two months. A week before the Opening Ceremony, on May 18th, the design team moved into the ATDF to finalize the interiors. Impossible had become possible.

06

与此同时，至 2010 年 5 月底，双方开始了中芬中心实质性建设的第一阶段，即同济 - 阿尔托设计工厂。来自同济大学的室内设计专业教师施胤，与阿尔托设计工厂首席空间设计师 Esa Santamäki、项目主管吕维苏（Viljami Lyytikäinen）一起合作完成了设计施工方案。在同济大学陈小龙常务副校长的鼎力支持下，中芬中心的设计、装修工程得以高质量完成。整个工程仅用了两个月的施工时间。5 月 18 日，开幕前一周，设计团队进驻阿尔托 - 同济设计工厂，完成了最后的室内装修部分。不可能最终成为了可能！

07

ATDF Opening 同济 - 阿尔托设计工厂开幕

On May 25th, 2010, on the opening day of Aalto-Tongji Design Factory, the President of Aalto University Tuula Teeri and the President of Tongji University Pei Gang signed the agreement to realize the Sino-Finnish Centre, a dynamic platform for Sino-Finnish cooperation. The speeches by both Presidents demonstrated the strong will to have a long lasting and strategic partnership between the universities, and also show the uniqueness of the forthcoming SFC.

President Pei described the SFC as “one small step for two universities, and one giant leap for both humankind and kind humans. The mission of the cooperation is to build a better world to live in”.

5 月 25 日，作为两校合作第一步的同济 - 阿尔托设计工厂正式开幕，阿尔托大学校长 Tuula Teeri 与同济大学校长裴钢出席仪式，并签署协议共建中芬中心这一中芬合作的活力平台。双方表达了在两校间建立长期战略合作伙伴关系的强烈意愿，也指出了即将成立的中芬中心的独特性。

裴校长将中芬中心形容为：“这是两所高校合作的一小步，但却是两国人民和全球合作的一大步。两校的合作最终是为了建立一个更宜居的世界。”



08

Establishment of SFC 中芬中心成立

On October 20th, 2010, Tongji University officially announced the Sino-Finnish Centre. 2010 年 10 月 20 日，同济大学官方发文正式宣布中芬中心成立。

09

First SFC Advisory Board Meeting 中芬中心首届理事会

On November 2nd, 2010, the 1st SFC Advisory Board Meeting was held. Vice President Hannu Seristo and Martti Raevaara of Aalto University, President Pei Gang and Vice President Wu Jiang of Tongji University, Ms. Yang Mianmian, Chairman of Haier Group, representatives of KONE, etc. presented.

2010 年 11 月 2 日，中芬中心首届理事会召开，同济大学裴钢校长、伍江副校长、阿尔托大学汉努副校长、马尔蒂副校长、海尔集团总裁杨绵绵以及通力电梯公司代表等出席会议。

10

First Presidential Delegation to Aalto 同济校方首次访问阿尔托

On February 11th, 2011, Annual Presidential Dialogue was held in Aalto University between President Pei Gang of Tongji University and President Tuula Teeri of Aalto University. They signed the first IDBM Double Master Degree Agreement and the Engineering student exchange agreement.

2011年2月11日，阿尔托大学校长图拉·泰丽与同济大学校长裴钢在芬兰阿尔托大学进行了年度对话。两校校长签署了国际设计商业管理（IDBM）硕士双学位协议和工程类学生交流协议。

11

SFC 2nd Advisory Board Meeting 中芬中心第二届理事会

May 11th, 2011, the 2nd SFC Advisory Board Meeting was held in Aalto University.

Vice President Hannu Seristo, Heikki Mannila and Martti Raevaara of Aalto University, Vice President Wu Jiang of Tongji University, Ms Yang Mianmian, Chairman of Haier Group, etc. were present. President Pei Gang and other board members participated the meeting via videoconference. The meeting discussed long-term educational cooperation between Aalto and Tongji (more DD's, PhD programs, module courses, etc) and the building of the SFC learning community; research co-operation and the building of the SFC research community; the academic foundation of education and research by building knowledge networks and by establishing strategic partnerships with best universities worldwide, and the well started university-industry cooperation. Support the dynamic and creative development of all SFC activities by continuously improving, updating and modifying the physical ATDF learning and research environment. Joint efforts and plans are to seek national level funding from MOST, OKM, Tekes.

2011年5月11日，双方在芬兰阿尔托大学召开了中芬中心第二届理事会，阿尔托大学副校长汉努·海基·马尔蒂，同济大学副校长伍江，海尔集团总裁杨绵绵等出席会议。裴钢校长和其他理事成员通过网络视频参加了会议。会议讨论了中芬中心的目标是成为一个强大的学习和研究社区，并通过以下工作实现：阿尔托和同济的长期教育合作（更多的双学位、博士项目、模块化课程等）建成中芬学习社区；合作研究建成中芬研究社区；通过建立知识网络与与世界优秀大学建立战略合作关系奠定教育和研究的学术基础；开展良好的校企合作；通过持续改进更新和完善同济－阿尔托设计工厂的学习、研究环境以支持中芬所有创新活动。两校合作申请中国科技部、芬兰教育文化部和芬兰创新技术局的基金支持。

12

Aalto Presidential Visit to Shanghai and Qingdao 阿尔托校长代表团访问上海和青岛

On February 7-8, 2012, President Dialogue was held in Shanghai and then 3rd Sino-Finnish Centre Advisory Board Meeting (AB) was held in Qingdao. The Presidents agreed that SFC should make a Five-Year plan, which could be used 1) as internal document for decision-making and 2) as external document for policy making and national level fund raising. SFC should follow the future oriented and reform thinking, and promote the corporation between China and Finland. It should be a showcase of Aalto Best Practices. People-oriented and Education First policies were the core elements of the construction process of the SFC. Presidents agreed to establish several Visiting Professorships to strengthen the cooperation, to support the activities and to build deeper ties between the Aalto and Tongji colleges. Presidents agreed to support the increase of the student exchange. The "Ambassador Program" was seen as a move to the right direction. It was further agreed that the universities would do their best to arrange apartments for the enrolled students. The Presidents and AB recognized the Radical Design Week in Shanghai 2012 as an excellent opportunity to promote SFC and the Aalto-Tongji cooperation, to find new ways for university-industry-city cooperation and for making the results of the cooperation visible. President Teeri promised to send a large group of students to the RDW2012 event in October-November, 2012. The Presidents and AB agreed that the themes and direction of the cooperation should be aligned with national priorities and with the global mega trends: sustainability, urbanization and aging. The key theme of the cooperation will be "Sustainable Future", meaning sustainable social, economic and cultural development. Creation of a sustainable future is innovation driven and based on a strong interdisciplinary approach in R&D and education.

2012年2月7-8日，校长对话与中芬中心第三届理事会先后在上海和青岛召开。两校校长表示，中芬中心应制定五年规划，并参照制定决策的内部文件和制定政策与筹措国家经费的外部文件。中芬中心将遵循未来导向性思维与改革理念，促成中芬两国合作，展示“阿尔托成功范例”。以人为本和教育为先是中芬核心要素。两校校长同意设立多个访问教授席位以增进合作，支持各项活动并加深同济与阿尔托各学院间的关系。在学生交流方面，“大使计划”正循序渐进地开展，双方还将尽力为录取的学生安排住宿。两校校长及理事会将“2012上海先锋设计周”视为推动中芬中心发展、同济－阿尔托校际合作、寻求高校－企业－城市合作及展示合作成果的一个重要机遇。泰里校长承诺将于2012年10月-11月先锋设计周活动期间，派学生来同济交流。两校校长及理事会一致决定，双方合作主题和方向应与国家战略及全球重大趋势相一致：可持续性、城市化及老年化。合作的重点主题为“可持续未来”，即社会、经济和文化发展的可持续性。创造可持续未来，应以创新为动力，以强有力的跨学科研发和教育为基础。

13

SFC New VI 新形象、新标识

The design philosophy of VI:

Lines of three different colors interweaving together represent SFC's concept of "cross-disciplinary innovation and cooperation".

Multiform logos again emphasizes innovation concept. The continued use of SFC red and blue colors demonstrates SFC characteristics.

The dynamic and smooth logo creates a strong visual impact and is easy to identify.

This VI wins the Red Dot Award 2013.

新 VI 设计理念:

三色线条交织相连, 体现中芬中心“跨学科、创新与合作”的理念。

标志的多形态再次强化创新的概念, 沿用中心一贯的红蓝色调, 体现中芬特色。

系列标志动感流畅, 有利于识别和记忆。

中芬中心 VI 设计荣获 2013 年红点设计大奖。



**Sino-Finnish Centre
Tongji University
同济大学中芬中心**

14

4th Advisory Board Meeting in Shanghai 中芬中心第四届理事会

4th Advisory Board Meeting, held on October 29th, 2012, SFC Advisory Board Members, SFC Directors, SFC in-house professors and innovative supervisors and SFC staff attended, focusing on the future (5 year) plan of SFC and its sustainable development.

2012 年 10 月 29 日, 第四届理事会召开, 中芬中心理事会成员、中芬中心主任、副主任、中芬中心常驻教授、创新导师和工作团队参加, 聚焦中芬五年规划及其可持续发展。

15

5th Advisory Board Meeting and President Dialogue in Espoo 第五届理事会和校长对话

The 5th Advisory Board Meeting and President Dialogue were held on June 17th, 2013 in Aalto University in Espoo, focusing on the next steps of SFC in the new era of internationalization of Higher Education in China and abroad.

2013 年 6 月 17 日, 第五届理事会和校长对话在埃斯波的阿尔托大学校区召开。会议讨论了在中外高等教育国际化的新时代下中芬中心如何迈出下一步。

16

MoU on Sustainable Campus and Innovation Ecosystem Development 两校签署建设可持续校园及创新生态系统合作备忘录

On August 26th, on the occasion of Mayor Yang Xiong visiting Aalto University, Tongji University signed Memorandum of Understanding with Aalto University on sustainable campus and innovation ecosystem development.

The MoU aims at promoting the cooperation on sustainable campus and innovation ecosystem development between Tongji University and Aalto University, and reaching a consensus on education, research and development programs about international innovation ecosystem construction.

2013 年 8 月 26 日, 值上海市市长杨雄访问芬兰阿尔托大学之机, 同济大学与阿尔托大学就建设可持续校园及创新生态系统签署合作备忘录。备忘录旨在促进双方在建设可持续校园及创新生态系统的合作, 并在与国际创新知识生态系统建设相关的教育、研究及发展计划上达成共识。

03

AB MEETING IN 2012-2013



4TH ADVISORY BOARD MEETING 第四届理事会

Discussion Conclusion 讨论总结

Money 财

President Pei Gang of Tongji and Vice President Hannu Seristo of Aalto signed agreement to ensure funding of Sino-Finnish Centre from 2012 to 2014.

同济大学裴钢校长和阿尔托大学 Hannu Seristo 副校长签署协议，确保两校对中芬中心的年度投入。

External Support 外部支持

Tongji and Aalto will introduce SFC to more external parties, such as governments, associations, enterprises, etc, to gain national/municipal/industrial level support as well as to apply for funds from EU-China programs.

同济和阿尔托将把中芬中心介绍给更多的外部合作方，如政府、协会、企业等，以获得国家级 / 市级 / 行业的支持，以及申请中欧合作项目的基金。

Long-term Strategy 长期战略

To evaluate and adjust the progress of SFC sustainable development, a set of Key Performance Indicators (KPI) of SFC shall be listed.

In addition to the SFC vision of “an important hub and engine of international innovation knowledge”, entrepreneurship will be another important content to combine the industry, government and teaching & research in SFC. Before the idea of Tong Entrepreneurship Valley brings to the discussion, SFC has become one incubator to support star-ups and small companies.

为了评估和调整中芬中心可持续发展进程，需要制定一套中芬中心的关键业绩指标。

除了中芬原有愿景“成为国际创新知识的重要枢纽与引擎”，创业精神将成为中芬整合政企资源与教学研究的重要内容。在提出同济创业谷建设想法之前，中芬中心已开始成为初创型企业和中小企业的孵化器。

People 人

SFC Faculty 中芬中心师资

To offer SFC courses in a systematic way, we shall establish the faculty recruiting mechanism, creating positions like Joint (part-time) professor or full-time professor in SFC by Tongji and/or Aalto. SFC faculty shall have close connection with industry or experience in industry.

To better mobilize the professors between Tongji and Aalto, Vice Presidents WU Jiang and Ilkka Niemela signed MEMORANDUM OF UNDERSTANDING ON VISITING PROFESSORSHIP PROGRAMME on the meeting. The HR and IR teams of two universities will start to work out implementation plan/agreement.

Apart from the short-term (max. 6 months) professor exchange, Tongji has proposed the long-term faculty exchange (one year above), eg. Junior Professor Program, Joint International Recruitment (post Doc. included). Aalto will have internal discussion to further this possibility.

为了提供系统化的课程，中芬中心需建立师资聘用机制，由同济大学和 / 或阿尔托大学设立中芬联合 / 兼职教授或全职教授。中芬师资应与企业有密切联系或工作经验。

为了更好促进同济和阿尔托的师资交流，会上，伍江副校长和 Ilkka Niemela 副校长签署了访问教授项目备忘录。二校人事及外事部门将合作拟定执行方案 / 协议。

除了 6 个月短期教授交流之外，同济还提出了长期师资交流（一年及以上），如青年教授计划、联合国际招聘（含博士后）。

阿尔托将就此进行内部讨论。

SFC Students 中芬中心学生

Non-design students shall become the main body of SFC active students group. SFC provides the value-added education of design thinking to more Tongji students (international students included). To attract more students, a systematic educational offering shall be established, with academic recognition (credits/minor/degree), with effective communication channel (registration in graduate level course system, bilingual online system, etc.), with direct connection to industries.

非设计专业学生应该成为中芬中心活跃学生群的主体。中芬中心提供给更多同济学生（含国际学生）设计思维方面的增值教育。为了吸引更多学生，需要建立一个系统的教育内容，具备学术认可（学分/辅修/学位），具备有效的沟通渠道（进入研究生选课系统、双语在线系统等等），具备与企业界的直接联系。

5TH ADVISORY BOARD MEETING 第五届理事会

Discussion Conclusion 讨论总结

Next Step 后续工作

Tongji-Aalto Minor program will be first step to consolidate the cooperation. SFC team will work out the curriculum and program plan by employing the existing resource within Tongji (sustainable minor, D&I, SEM, etc) and Aalto (creative sustainability, AVP, etc)

4+2 double degree program will be put into consideration after the feasibility study.

Based on SFC platform, Executive Education will be scheduled into discussion between two business schools. To institutionalize SFC, a series of concrete results shall be achieved.

同济-阿尔托辅修项目会成为巩固双方合作的第一步。中芬中心工作小组将通过整合同济（可持续辅修项目，设计与创意学院，经济与管理学院等）和阿尔托（创意可持续项目，AVP等）现有资源，设计出具体课程和项目规划。

对4+2 双学位项目进行可行性研究。

基于中芬中心平台，经理人培训教育将择期由两校商学院进行商讨。

为实现中芬中心的机构化，应达成一系列实际的成果。

Next AB Meeting 下一次理事会会议

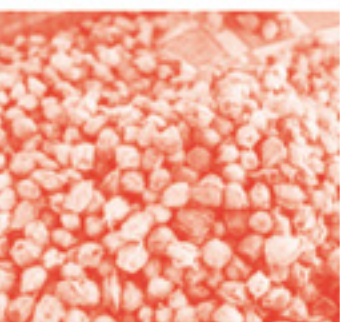
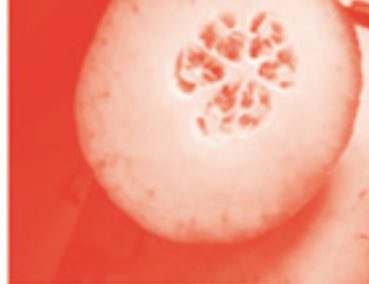
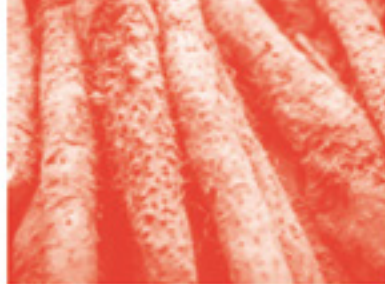
Will be held in Shanghai in 2014.

One AB meeting will be held each year.

拟于2014年在上海举行。

今后，理事会会议每年举行一次。





04

EDUCATION



From October 21th to 28th, 2012, students from Tongji University, Aalto University and MIT participated in Urban Renewal Workshop. 2012 年 10 月 21 日至 28 日，同济大学、阿尔托大学及麻省理工学院的学生共同参与了城市新生工作坊。

COURSES 课程

MY CITY, MY LIFE 我的城市，我的生活

Su Yunsheng, *Lecturer, China*
苏运升，讲师，中国

Cities are for everyone. Students from every specialty and different countries, been divided into groups, designed their own city. They learnt how to create the cities of the future, how to provide the right balance among cultural, economic and social development; building space, green space, and environmental needs; and most of all, to provide for the fulfillment of the five basic human needs.

城市属于每个人。将来自不同专业、不同国家的学生聚集起来，分成小组，设计属于自己的城市是本课程的宗旨。学生们将会学习如何创造未来城市，如何实现文化、经济与社会发展之间的平衡，实现建筑空间、绿色空间与环境需求之间的平衡，以及最重要的，满足人的五大基本需求。

SOLAR CHARGING 太阳能充电站

Godert van Hardenbroek, *Lecturer, the Netherlands*
霍达，讲师，荷兰

In this course, students formalize a team to create an innovative prototype. The concept students developed was to charge electric bicycles with solar power. The aim of the project is to tap into this potential by creating a high quality prototype, which is suitable for the Chinese market, in order to capture the attention of governments and entrepreneurs, so as to realize a full scale prototype and create an attractive presentation for their products.

学生以小组形式设计创新太阳能充电站原型，利用太阳能为电动车进行充电。该项目利用中国潜在的消费市场，设计优质的原型，使之适合中国市场，吸引政府及企业的关注，并最终完成原型制造和成果展示。



GAME DESIGN 游戏设计

Joey Lee, Assistant Professor, Columbia University, the United States

李崇德, 助理教授, 哥伦比亚大学, 美国

This course gives basic knowledge on game design theory and practice, and will bring students to design innovative games to solve problems in real world as well as social changes, and provide a new way of entertainment as well as new experience in interaction for audiences. With 3 years' teaching experience for graduate students in Columbia University, Professor Joey Lee hopes to contribute to the leading position of Tongji in sustainability and innovation.

本课程教授游戏设计的理论与实践, 带领学生设计创新游戏, 并以解决现实世界及社会变迁的问题, 为受众提供新娱乐方式以及人际交互的新体验为目标。Joey Lee 教授在哥伦比亚大学拥有三年多的研究生课程教学经验, 他希望用自己的教学经验, 同时结合中国的教育体制及中国学生的实际情况, 为同济大学继续保持可持续及创新领域的领先地位出力, 并以教授 21 世纪的技能为目标。

ORIENTATION TO INTERNATIONAL DESIGN BUSINESS MANAGEMENT (IDBM) 国际设计商业管理导论课

Daniel Graff, Lecturer, Aalto University, Finland

丹尼尔 格拉夫, 讲师, 芬兰阿尔托大学, 芬兰

The IDBM Thinking Orientation course introduces a holistic approach to innovation. In this course theories and practices related to IDBM core concepts of management, design and technology will be introduced. This will involve acquiring of basic practices (e.g. research methods), cognitive approaches (e.g. creative thinking techniques), and mentalities (e.g. risk taking behavior). Global competition has placed pressure on business to innovate in a way that creates economic value, but also meets social and economic needs. To meet this demand, the world needs holistic innovators who incorporate various disciplinary perspectives (IDBM thinking process).

本课程旨在对创新进行整体分析。通过对国际设计商业管理中管理、设计与技术相关的核心理论与实践教学, 学习基本操作 (如研究方法)、认知法 (如创造性思维技巧) 和思维方式 (如风险行为), 同时讲述国际设计商业管理的思维方式及创新。全球竞争对企业的压力, 促使创新地创造经济价值并满足社会和经济需求。应对这一挑战, 需要具备全局思维的创新人才能整合不同学科的观点 (国际设计商业管理的思维进程)。



PRODUCT DEVELOPMENT PROJECT PDP 系列课程

Matti Hamalainen, Lecturer, Aalto University, Finland
韩马, 讲师, 芬兰阿尔托大学, 芬兰

The Product Development Project (PDP) course is primarily aimed at students of engineering, design, and business who are interested in product development and are on the final stage of their studies. The course is becoming broader and master's students from other fields (e.g. medicine) are also starting to find their place in PDP projects. Studying is based on problem based learning (PBL) philosophy. Most of the problems are given and sponsored by manufacturing companies, searching for innovative cooperation with the next generation of product developers. In the beginning, much attention is directed to team formation to create highly motivated, interdisciplinary teams. A project typically includes the phases of planning, concept creation, decision making and detailed computer aided development. Finally, manufacturing, assembling and testing have also proved to be valuable learning experiences.

产品开发项目课程主要面向对产品开发有兴趣的工程、设计与经管专业的高年级本科生和研究生, 其他专业(如医学)学生也能找到属于自己的位置。产品开发项目课程主要基于问题学习。大多数的问题都由制造业公司提出并赞助, 这类公司往往寻求与新一代的产品开发者们合作。项目初期, 大部分精力会集中在组建能动性强的跨学科团队上。一个完整项目一般会包含规划、概念创造、决策及详细的机辅开发。最终的制造、装配及测试, 经证明也是有意义的学习经历。

Product Development Project (PDP) 2012-2013 产品开发企业项目

Product Development Project is one integrated interdisciplinary course and aims to help students from different educational backgrounds and countries understand the quality of his or her own design, engineering, or marketing skills and the potential and the challenges of interdisciplinary teamwork, cultivate them to be able to carry out PD tasks by using both traditional and modern methods and tools, delivering high quality oral and written reports and make students prepared for negotiation situations, to deal with agreements, NDA's and IPR's.

The course (covering Phase 1 and Phase 2) lasts the whole academic year and is sponsored by one or more domestic and foreign companies/organizations. It has been proved to be one of the most successful and valuable courses after previous 2 academic years. During the academic year 2012-2013, three projects

provided and sponsored by different companies BIOLAN, PANASONIC and METSO were conducted partly in China and partly in Finland. What the students have achieved were high praises from the sponsors.

Biohao project was sponsored by Biolan, a Finnish company with expertise of organic garden, organic waste and composting. Biolan manufactures and sells products for ecological farming and green area management. The task assigned by Biolan was to develop a home gardening and/or composting product for upper middle class customer in the Shanghai- Suzhou urban area.

The innovAIR Project was initiated and sponsored by Panasonic. The aim of the project has been to create a breakthrough and life-enhancing solution for improved indoor air quality in urban China. The final goal has been to develop a concept and produce a functioning prototype. WinBarrier is sponsored by Metso, one of the leading technology and services companies in the process industries. The students were given a task to come up with a noise reduction solution for a specific part of the paper mill, the winder, which is carried on the rear of the paper machine.

Product Development Project contains two phases, i.e. conceptual product design and prototyping. This Project is strongly supported by the following two courses: Introduction to/ Advanced Product Design and Innovation as well as Tools and Methods of Product Design and Innovation.

产品开发课程是一门综合性跨学科课程, 旨在帮助来自不同国家和教育背景的学生掌握产品项目和市场开发的技巧, 适应跨学科团队合作并应对相应的挑战、培养学生使用传统和现代方法 / 工具完成产品开发任务的基本技能和完成高质量口头汇报和书面报告的能力, 并为以后的跨文化谈判、协议制定以及保密协议和知识产权协议的签署做好准备。

该课程贯穿整个学年, 由一个或多个国内外公司及机构赞助。经过两年的运行, 这一课程经过已被证实是最成功和最具价值的课程之一。

2012-2013 学年, 产品开发项目课程共提供了三个项目, 分别由芬兰碧奥兰公司、日本松下公司和芬兰美卓公司赞助, 项目分别在中国与芬兰进行。项目成果得到各赞助企业的高度评价。

Biohao 项目由芬兰碧奥兰公司赞助。碧奥兰公司具备有机花园、有机废物及堆制肥料等领域的专业知识, 为生态农业及绿化区管理生产及销售产品。基于此, 碧奥兰公司给学生布置的任务就是为上海 - 苏州城市地区的中高层消费者开发一套家具园艺及 / 或堆肥产品。

InnovAIR 项目由日本松下公司发起并赞助。该项目旨在开发一个突破性、改善生活的解决方案，以提升中国市区室内空气质量。该项目的终极目标是开发产品概念和功能原型。

WinBarrier 由芬兰美卓公司赞助，该公司是芬兰制造业技术与服务的领先企业之一。学生们负责提出造纸机尾部复卷机的降噪解决方案。

产品开发课程分为产品开发项目 - 概念产品设计和产品开发项目 - 原型开发，由产品设计与创新导论 / 高级、产品设计与创新的工具与方法这两门课程提供支撑。

Introduction to/ Advanced Product Design and Innovation

产品设计与创新导论 / 高级

This course is a general course, which gives an overview of the innovative process. Through this course, students could obtain the knowledge of the first stage of Product Design and Product Development Project, namely Conceptual Product Design, as well as cross-cultural communication skills.

该课程为基础课程，介绍了创新过程的概况。通过这一课程学生可以获得关于产品设计、产品研发项目即概念产品设计的基本知识以及跨文化交流的技能。

Tools and Methods of Product Design and Innovation

产品设计与创新的工具与方法

Through this course, students became familiar with the most essential tools, methods and techniques of systematic product innovation. They should complete 8 exercises, and learn to understand the basic nature of several generative and analytical approaches.

通过该课程，学生可以了解系统产品创新中最基本、最必要的工具、方法及技术。通过 8 项练习，学生们对多种生产及分析方法的基本性质也有了深入的了解。



SUSTAINABLE DESIGN STRATEGY WORKSHOP- SUSTAINABILITY THINKING

可持续设计创新策略工作坊——可持续思维

Godert van Hardenbroek, Lecturer, the Netherlands

霍达, 讲师, 荷兰

The sustainability thinking class is aimed at providing students:

Fundamental understanding about the planets' "life support systems"

Analysis of the current state of these life support systems

The Natural Step, framework for sustainability

Switch methodology for promoting behavioral change

Many successful international examples of sustainable lifestyle products, services and behaviors.

Positive, design and entrepreneurship oriented approach to sustainability.

Over the course, all students individually develop their own "Sustainable Lifestyle Concept". They research topics of their own interest, apply creativity techniques, practice their presentation skills and get feedback on the ideas they develop. Their results are products or services enabling consumers to make attractive sustainable lifestyle choices. They present their concepts in a competition style finale with a qualified jury to give them feedback. The top three finalists were:

Ron Aasholm: Wear Twice, a fashion plan

Sakura, Yuan Man: WIS, a Waste Information System.

Lu Taotao: Choice, gray water system

可持续思维这门课程旨在为学生提供

对行星“生活保障系统”的基本理解;

这些“生活保障系统”的现状分析;

自然步骤, 可持续性的框架;

转换促进行为变革的方法;

可持续日常产品、服务及行为的国际成功范例;

以获得可持续性为目的的积极的、设计及创业导向的方法。

通过这门课程, 学生独立开发属于他们自己的“可持续生活方式概念”。他们对自己感兴趣的课题展开研究并运用创新技术, 锻炼他们的表达技巧, 同时也得到大家的反馈意见。课程成果是能够使消费者作出可持续生活方式选择的产品或服务。学生们以竞赛的方式呈现他们的概念, 并由权威评审给出反馈意见。

前三名获得者为:

Ron Aasholm: 二次穿着 (时尚计划)

袁满: 废物信息系统

陆韬陶: 中水系统

Words from Godert

Young people today are more and more concerned about environmental issues. This group is especially growing in China currently as they are becoming aware of the ecological price the country is paying for its phenomenal economical growth.

Next semester students in the Sustainability class will collaborate with students from Digital Media Design at the College of Design and Innovation. As part of their training, these digital media design students will help visualize all the sustainable lifestyle concepts. This kind of multi-disciplinary collaboration is one of the key strength of SFC, broadening the horizons of those students involved tremendously.

当今社会, 越来越多的年轻人关注环境问题。尤其在中国, 这一群体正逐渐壮大, 因为他们正一点点意识到国家为其快速增长所付出的生态代价。

下一学期, 可持续思维课程将与来自设计与创意学院数字媒体设计的学生合作。这些学生将本学年的所有可持续生活方式概念产品进行可视化。而这种跨学科合作极大地拓宽了参与学生的视野, 也正是中芬中心的重要优势之一。

“
This kind of multidisciplinary collaboration is one of the key strength of SFC, broadening the horizons of those students involved tremendously.

DIAN RACING

“用户为中心”的设计与创新

Godert van Hardenbroek, *Lecturer, the Netherlands*
霍达, 讲师, 荷兰

In March 2012 SFC took the initiative to establish a Formula Student Electric race team in Tongji University. Emphasis lies on the development of a multi-disciplinary team where mechanical and electrical engineering are combined with design, public relations and business majors. Due to its conception, the team has been embraced by the School of Automotive Studies and the Clean Energy Automotive Engineering Centre. About 40 students have worked very hard to design and build their own electric race car. The first car is now near its completion and having successfully made its first test drive.

2012年3月, 中芬中心率先在同济大学建立大学生方程式电动赛车队, 强调一支跨学科车队的建设, 使机械工程、电气工程与设计、公共关系及商业等专业相结合。鉴于其特殊的概念, 车队已为汽车学院及新能源汽车工程中心所认可。经过近40名学生积极努力地设计与组装, 车队的第一辆电动赛车已接近完成并成功地通过第一次试驾。

www.dianracing.com

Words from Godert

Recently the phenomenon PM2.5 is in the media all the time in China. The problems with air quality are huge and becoming an increasingly important priority for the Chinese society to solve. Electric mobility is one of the keys to solve this problem, a solution that can also greatly reduce CO2 emissions and dependence on oil imports. This is why it is important to educate students about the technologies involved, but possibly it is even more important to get these young people enthusiastically engaged in creating their own sustainable future. The next goal of the team is to organize a public launch of the car, connect with more partners and sponsors and participate in the Formula Student China competition. Next year the team will design and build their second Electric race car. The ultimate goal is to take part in the Formula Student Electric competition in Germany, the highest level competition of its kind in the world. The role of Sino-Finnish Centre in this project is very important as it is bringing together different disciplines and nationalities. Also there is a “can do” attitude towards new ideas and sustainability at SFC which is a great asset to Tongji University.

近期, PM2.5 一直是中国媒体关注的焦点。空气质量问题非常严重, 且逐渐成为中国社会亟待解决的重要问题之一。而电动能源正是解决这一问题的关键之一, 同时还可以大大减少二氧化碳的排放及对石油进口的依赖, 这也正是要向学生教授相关技术的原因。此外, 相较而言可能更重要的是让这些年轻人积极投入到创造其自身的可持续未来中去。

车队的下一个目标是组织赛车的公开发布仪式, 与更多的合作伙伴、赞助商建立联系, 并参加中国大学生方程式汽车赛。2014年, 车队还将设计并组装第二辆电动赛车, 并以参与德国大学生方程式电动车赛(该领域内世界最高级别的赛事)为终极目标。

中芬中心对该项目来说非常重要, 因为它为车队带来了学科多样性及国别多样性。此外, 中芬中心的可贵之处还在于其对于新想法和可持续性的“可行”态度, 这对于同济大学来说也相当重要。



CROSS-CULTURAL MANAGEMENT

跨文化管理

Matti Nojonen, *Researcher, Aalto University, Finland*
 马迪, 研究员, 阿尔托大学, 芬兰

This Cross-Cultural Management (CCM) course is focusing on issues and problems of management in cross-cultural setting. The course deviates from traditional CCM courses where the teacher is simply telling the students on the differences and challenges in CCM. Pedagogically the course applies methods from theatre world that will enable to students to gain living experiences on organizational life in CCM context. With these methods the students will be able to learn how to improve their individual skills in working in cross-cultural settings. On the other hand, the course provided critical institutional and cultural evaluation of both Western and Chinese business cultures. The business setting between China and Western world has been proved to be challenging, not only due to the different mind setting, but also due to the difference of immediate institutional setting, like role

of contracts and government intuitions etc., and those are all guiding the 'rational' behavior differently in businesses. The guiding line of the course is "precise knowledge of self and precise knowledge of the threat leads to victory".

本课程注重教给学生们如何开发自身的跨文化及行为技巧, 而这些技巧对于其在国际商务环境下工作、交流非常有必要。从教学法角度来讲, 该课程应用戏剧扮演的方法, 使学生在跨文化管理情境下, 习得组织生活中的生活阅历。此外, 课程还提供了中西方商务文化的制度及文化方面的重要评估。中西方商务背景具有挑战性, 不仅因为思维模式的差异, 也由于直接制度设置的差异, 如合同功效、政府机构等, 而这些都会导致商务过程中“理性”行为的差异。课程的指导原则是“知己知彼, 百战百胜”。



The business setting between China and Western world has been proved to be challenging, not only due to the different mind setting, but also due to the difference of immediate institutional setting, like role of contracts and government intuitions etc., and those are all guiding the 'rational' behavior differently in businesses.



TONGJI ON TRACKS

同济大学创新移动课堂

Tongji on Tracks is an innovative course that inspires students to tap into their potential and create social impacts via bringing cultures together and cooperating on real challenges in practical life.

After the journeys of 2011 and 2012, Tongji on Tracks (2013) started this summer. 43 students from Tongji University, South China University of Technology, Nanjing University of Science and Technology and Shanghai Normal University were on this trip. After one-month local workshop in Shanghai, students took the train, starting their journey with their own projects. From June 5th to June 22nd, 2013 they traveled across six cities in three countries (Moscow, St. Petersburg, Helsinki, Lubeck, Darmstadt and Frankfurt). This journey lasted 18 days and students finished five industrial projects sponsored by Belle (Shanghai) Co., Ltd, Shui On Land, Yangpu District Knowledge and Innovation Community, Shanghai Utage Company and Shanghai Shouquanzhai Electronic Commerce Co. Ltd.

These projects sponsored by companies related to product design, interaction design, graphic design, market research and analysis, application of information technology. Students achieved their unlimited innovative dream through international interdisciplinary collaboration in the ever-changing environment.

同济大学创新移动课堂是一门创新课程，该课程启发学生挖掘自己的潜能，通过融合不同文化和处理实际生活中的挑战来影响社会。

继 2011 和 2012 年的旅程之后，2013 年同济大学创新移动课堂重新启程。来自同济大学、华南理工大学、南京理工大学和上海师范大学的 43 名学生通过团队协作，完成了为期一个月的上海本地企业工作坊之后，带着课题坐上火车再出发，从 6 月 5 日到 6 月 22 日，三个国家，六座城市（莫斯科、圣彼得堡、赫尔辛基、吕贝克、达姆斯塔特、法兰克福）历时 18 天，完成了百丽鞋业（上海）有限公司、瑞安房地产发展有限公司、杨浦中央社区发展项目 - 创智天地、上海浩云信息技术有限公司和上海寿全斋电子商务有限公司为同学们提供了五个极具现实意义的研究课题。

此次企业课题涉及到了产品设计、交互设计、平面设计、市场调研与分析、信息技术应用等方面的学科知识，在不断变化的环境中通过国际跨学科协作，实现了不设限的创新梦。

Introduction to Projects

课题介绍

Project 1: User-based DIY Mode Belle APP Design

This APP aims to provide multiple choices of shoe type,

material, style. Users design their own shoes easily and quickly by choosing different elements according to their personal preferences. Designed shoes can be uploaded and shared in the community and also contact Belle to make your own shoes. This team will do research about shoe types and styles and create the database with design experts. This APP will be designed based on the database.

课题 1: 基于用户 DIY 模式下的百丽 APP 设计

APP 提供丰富的鞋型，材质，风格，用户根据个人喜好选择不同风格的鞋款，简单快速的设计出用户心目中的鞋款。设计好的鞋款可以上传社区和大家分享，也可以联系百丽，让百丽的手工量身制作将公主梦成真。研究小组将在鞋型、款式等方面进行了解研究，与设计专家合作创建数据库，在此基础上设计出 APP。

Project 2: Study on Comfort of women's shoes and Conceptual Footwear Design

Study the impact of different shoe styles, materials and heel heights on comfort and evaluate data about comfort, apply biomedical high-tech achievements into shoe design, come up with 5 shoe design proposals combining comfort and fashion.

课题 2: 女鞋的舒适性研究及概念鞋款设计

针对不同人群，研究不同鞋型、材质、鞋跟高度对其穿着上舒适性的影响，完成舒适性评价数据，并将生物医学的相关高科技成果应用到鞋类设计中，完成 5 款带有融舒适度、健康度及时尚度的概念鞋款设计。

Project 3: Workshop of Knowledge and Innovation Community iPhone APP

Expected results: Learn to simulate real business APP designing case, understand customer needs and features of the project, make an iPhone APP prototype for Knowledge and Innovation Community by innovatively combining the interactive characteristics of iPhone platform. This prototype will include introduction of software framework, sample page display and sample function display. Before the end of this project, some of the functions can be put to use.

课题 3: 创智天地园区 iPhone 交互应用展示设计工作坊

成果预期：学会模拟真实商业 APP 制作案例，了解客户需求和项目特点，创新地结合 iPhone 平台交互特点，完成一个创智天地展示型 iPhone 应用的原型。包括软件框架介绍，样例页面展示，样例功能展示等，并且在项目结束前，实现部分可以投入使用的功能。

Project 4: "iWill" Public Welfare New Media Marketing Program

"iWill" was elected as one of the Ten Shanghai Youth Welfare Projects, which dedicates to explore new technology, new media and new welfare. It's a welfare project full of compassion, innovation and energy and it has more than 30 partners including China Youth Development Foundation, China Foundation for Poverty Alleviation, Cherished Dream, Save the Children. "iWill" is raising funds for welfare projects by organizing online and offline activities. The mission of "iWill" is seeking breakthrough long-term social value solutions by accumulating cross-border forces and driving more young people to do something innovative.

课题 4: “爱维码”公益新媒体营销方案

“爱维码 iWill” 获选 2012 上海十大青年公益项目, “爱维码 iWill” 致力于新技术、新媒体、新公益的探索, 它是充满爱心、创意和活力的移动互联网公益解决方案, 有中国青少年发展基金会、中国扶贫基金会、真爱梦想、Save the Children 等 30 余家公益合作伙伴。“爱维码 iWill” 正结合移动互联网线上和线下活动, 帮助公益项目募集资金; 积聚跨界的力量, 带动更多的年轻人通过创新和行动, 共同寻求具有长远社会价值的突破性解决方案!

Project 5: Shouquanzhai "My Herbal Tea" Packaging Design

Expected results: write or draw your feelings and thoughts, take photos to record your nice trip. Students of this project will come up with 20 design proposals.

课题 5: 寿全斋“我的花草茶”茶罐包装设计

预期成果: 在旅途中以文字的方式写下你的感悟及来源, 以绘画的方式创作出你的“感悟”, 以照片的形式记录你的美好旅程。共完成 20 个设计方案。

Jump at Russian train station!
Jump all the way!
在俄罗斯火车站
跳! 跳! 跳!



Head for Germany from Finland.
Handstand boy on the cruise ship.
从芬兰去德国。
倒立在邮轮上的少年。



Everybody was glad to see Prof. Lou Yongqi with Vodka from President of Bauman Moscow State Technical University in his hand.
Cheers !

当娄永琪老师拿着鲍曼国立技术大学校长赠送的玫瑰口味伏特加出现在食堂的时候, 大家都高兴极了!
干一杯!





Brady from KIC APP Design Project was presenting their design proposal.

创智天地APP设计课题二组组长贝英杰正在展示该组的设计方案。



We were on the bus to Moscow train station and the next destination is St. Petersburg. President Pei was discussing with students.

晚上就要坐火车前往圣彼得堡了，这是在赶往莫斯科火车站的大巴上。裴校长正在与同学们深入交谈。



Same view in different viewfinders. Feel it by your heart.

同样的风景在不同的相机里是不是呈现出了不一样的颜色？这些只有自己才读得懂。

IDBM DOUBLE DEGREE MASTERS PROGRAM

课程国际设计商业管理硕士双学位项目

February 11th, 2011, President Pei Gang, Tongji University and President Tuula Teeri, Aalto University signed the Agreement for Double Degree in IDBM Program in Aalto University, Espoo. It is the first double degree program concerning on the areas of design, technology and business between Chinese and Finnish universities, and is also Aalto University's first IDBM double degree master's joint program outside Europe. The purpose of this program is to cultivate global experts in design business management through interdisciplinary research and learning on knowledge of business, design and technology areas.

IDBM is an innovative master's program initiated by Aalto University integrating teaching and research resources of its School of Economics, School of Art and Design and another four Engineering Schools, in order to meet the needs of design-driven innovation, internationalized and interdisciplinary leader talents in the new period. It gathers future talents in fields of design, economics and engineering, and aims to train them into forerunners and leaders in global industries.

According to the agreement, a maximum of totally 12 students from College of Design and Innovation, School of Economics and Management, as well as School of Electronics and Information of Tongji and 12 Aalto students will be exchanged per year. After first year's study of their master's degree, students will be exchanged to the other university to complete the second year's study. As specified, master's degree from Aalto requires 120 ECTS credits including the thesis work (two years of full-time study), and master's degree from Tongji requires 43 credits and the thesis work (Master of Economics or Master of Management), 28 credits and the thesis work (Master of Science (Technology) or Master of Engineering or Master of Arts in Design). By September 2013, three batches of students have been exchanged, and the first batch of 4 students exchanged in 2011 will soon be awarded their double degree in 2013.

IDBM Double Degree Master's Program is a milestone for the two universities and for the Finnish-Chinese educa-

tional cooperation in general. The agreement of student exchange in the area of science and technology also shows the importance to gradually seek possibilities of widening the educational cooperation to new areas in Master's education and study the possibilities of extending the educational cooperation to PhD studies in order to support the research cooperation of the universities.

2011年2月11日, 裴钢校长与芬兰阿尔托大学图拉·泰里校长在芬兰艾斯堡阿尔托大学总部签署国际设计商业管理双学位项目协议。这是中芬高校之间首个跨设计、技术、管理三个领域的硕士双学位项目, 也是阿尔托大学在欧洲外的第一个IDBM联合双硕士学位项目。该项目旨在通过商业、设计与技术领域里的跨界跨学科科研和学习培养全球范围内的设计商业管理专家。

国际设计商业管理项目是芬兰阿尔托大学整合其经济学院、艺术设计学院及另四个理工学院的教学和研究资源, 面对新时期设计驱动创新、国际化和跨学科领导人才的需求而推出的创新硕士教学项目。项目将未来的设计、经济和工程技术人才汇聚在一起, 将他们培养成全球行业的先行者和领导者。

根据协议, 每年将有12名来自同济大学设计创意、经管和电信学院的学生与12名阿尔托大学学生参与此项目, 进行对等交换。学生将在完成硕士学位第一年的学习之后于第二年互换至对方大学完成第二年的学习。参与项目的学生要获取阿尔托大学硕士学位, 需要完成包括论文在内的120个欧洲学分(2年全日制学习), 要获取同济大学硕士学位则需要完成包括论文在内的43个学分(经济学或管理学硕士)或包括论文在内的28个学分(科学(技术)硕士或工程硕士或设计学硕士)。截至2013年9月, 已有三批学生互换至对方学院进行学习, 其中2011年首批项目4名学生将于2013年完成项目后得到两所大学的硕士学位。

IDBM硕士双学位项目对于两所大学、中芬教育合作来说都是一个里程碑。工程类学生交流协议表明, 要促进两校的研究合作, 逐步寻求拓宽硕士教育合作新领域的可能性、探究将教育合作扩大到博士领域的可能性, 至关重要。



IDBM FEEDBACK

反馈汇报

Zhuang Chao, *Student of IDBM, Aalto University, China*
 庄超, IDBM 学生, 芬兰阿尔托大学, 中国

A. Description 描述

General speaking, IDBM is a high quality postgraduate program which all about interdisciplinary collaboration by carrying out relevant theory courses and practice programs. There are three main reasons why I chose the IMBD program. First of all, I was looking forward to feeling the interdisciplinary collaboration in the field of design. Secondly, I was interested in the Finnish cultural deposits in design. Last but not least, the solid and rigorous way of teaching of the IDBM program is always promising. Now a year has passed, and all my expectations have reached and even beyond, I feel lucky and content.

There are seven main courses of the IDBM program, which include Design Thinking in Business, Interdisciplinary Product Development, Business Model and Management, Designing Open Innovation, International Design Business Management, and Innovation and project management. Beside the main courses above, each interdisciplinary team also have to work on their independent project in order to consolidate and assimilate the theoretical study. This independent project runs through the whole year.

The first two weeks of the program was the Training Camp of the Design Faculty, for the purpose of being familiar with classmates and get used to the teaching rhythm, we did workshop everyday under different groups covered by a wide range of topics. And the after two weeks was the course of Theories in IDBM, we began to adapt to the mode of interdisciplinary collaboration of business, engineering and design. In this mode we completed a small project that takes one week to improve a LBS mobile application called Introdex that exchange native personal information. During the project, we were required to read relevant papers after class every day, and there was a lecture related to the papers on the next day that help us to apply the content of the paper into our workshop. Although these were warm-up courses, the training was intense. When we went back to our dorm after class, it was about 10:00 P.M. every day. At the end of these courses, we need to submit a 1000 words reflection paper.

In terms of the IDBM project, there were 50 of us and we've been divided into 12 groups, each group included students from three different majors. However, we could not choose our own group, instead, teachers grouped us based on our resume. There were many interesting proj-

ects like Rovio's fun city project and Volkswagen's mobility in rural area project; however, I was not lucky enough to be a member of them. The group I was in is about how to assist Finnish Chemistry association to improve their image and attract more young people to involved in this industry. It is an urgent issue for Finland, so the chemistry association hoped to find a creative and efficient way to solve this problem. Therefore, we interviewed many companies, and visited a lot of education institutions, read a lot relevant literature, we even went to Tokyo to do case research and analysis. At the end, we made a brochure for them, which include tons of good ideas and systems, and it received favorable response.

For me, the course of Design Thinking is relatively simple. Because it refreshed the knowledge I already learned.

Our group analyzed the northern Europe fashion home furnishing brand - Fatboy as a case, and the presentation of which received good feedback. However, due to the insufficient report, I didn't get 5 in this course. It also made me value paper writing more importantly and conjured a general understanding about it. Both IDBM and Innovation and Project Management are courses based on business school, in IDBM program, we chose kalevala as our case study target. During the process, we learned a lot about business and management knowledge. Later, the business model course made me have a deep understanding of current business theory.

The course of Design open innovation had great influence on me, which introduces the significance and performance of open innovation. The course offered me a clear idea of future design. The Interdisciplinary Product Development course which started with variety of possible meant to develop a product, and ended up with a hypothetical project of a factory. This course opened my eyes and helped me understand other skills.

概括来讲, IDBM 是一个以跨学科合作为载体, 以结合理论课程和实践项目为方式的优质研究生项目。我最初选择 IDBM 的动机主要有三个, 一是对跨学科合作在设计领域的运用有所期待; 二是对芬兰的设计底蕴和文化深感兴趣; 三是看好 IDBM 项目的扎实和严谨的办学风格。一年下来, 发觉所有的预期值都有达到甚至超越, 深感幸运和满足。

关于 IDBM 的主要课程包括了 IDBM 理论 (Theories in IDBM); 商业中的设计思想 (Design Thinking in Business); 跨学科产品开发 (Interdisciplinary Product Development); 商业模型及管理 (Business Model and Management); 开放式创新设计 (Designing Open

Innovation)；国际设计商务管理 (International Design Business Management)；创新项目管理 (Innovation and project management) 共计 7 门。另外，除了上述课程以外，每一个跨学科团队还有独立的实际项目需要完成，以此来巩固和帮理论学习。这个实际项目伴随了整年的 IDBM 学习。刚到的前半个月的时间是设计学院的集训，基本上是每天换小组换课题进行 workshop，目的是让我们尽量在短时间内熟悉同学，和教学节奏。后半个月是 IDBM 理论的课程，我们进入了 business, engineer 和 designer 合作完成项目的模式，在这种模式下我们完成了为期一周的一个小项目：提升一个本土的交换个人信息的手机应用——Introdex。在这期间，我们每天都有课后阅读论文的任务，第二天是与论文相关的讲座，下午则要求把论文的内容运用到 workshop 当中。这些课程虽然属于热身性质，但是却是密集型训练，每天晚上 10 点才能回住的地方。课程结束后每人都提交 1000 字的 reflection paper。

关于 IDBM 实际项目，我们 50 个学生分成 12 个小组，三个学科的同学共同完成一个与企业或组织合作的实际项目。比较遗憾的是分组是不可以自己选择的，由老师参考学生的简历分配对应的小组。有一些很有意思的课题我无缘加入，比如愤怒小鸟公司的一个 fun city 的项目，Volkswagen 的 mobility in rural area 项目。我最终被分到的小组课题也比较不错，是协助芬兰化学工业联盟提升化工在芬兰及其周边的形象，吸引更多的年轻人参与到化工行业。这一问题是在芬兰亟待解决的问题，化工联盟希望获得有创意且行之有效的办法。我们为此采访了若干公司，参观了很多教育机构，阅读了很多相关文献和资料，到东京做了案例调查和分析。最后我们为甲方制作了一

本包含多个点子和系统的小册子，受到了甲方的好评。

Design Thinking 课程对于我来说就是把自己已经了解过的相关内容梳理了一遍，相对比较简单，小组工作时把北欧时尚家居品牌 Fatboy 作为案例进行了分析，汇报获得了不错的反馈。然而这门课由于 Report 不够理想而没能得 5，这也使得我愈发重视国外的论文写作并对其要求有了大概的了解。

IDBM 和 Innovation and Project Management 均为以商学院为基础的课程，在前者的团队合作中，我们选择了芬兰的名族珠宝 kalevala 为案例研究。两门课程都以考试未结束，过程中教授了不少商业和管理知识。之后的商业模式的课程，又让我对当今流行的商业理论又有了更多的了解。

另外，Design open innovation 对我产生的影响较大，它主要深入介绍了开放式创新的意义与具体表现，让我对未来的设计有了更明晰的想法。另外一门跨学科产品研发则从众多不同的手段出发，讲述研发一个产品的各种可能的多学科手段，最后以一个假象的工厂的项目为结束。这些课程也让我学到并认识到其他的技能。



B. Feelings and thoughts 体会



In the process of study, I notice that students from business and engineering background have distinct traits that are different from students who major in design. So, it is pretty fun to co-work with them, the perspectives of solving problems are varied, we can learn new knowledge from each other. In addition, the moderate and open personality of Finnish people makes the communication much easier.

About knowledge, personally speaking, I feel that we are keeping learning various business concepts, and get to know about business students' working methods. We also have chance to learn something about engineering, but not too much. Another thing is the ability of writing essay, because all of the score are based on quality of your essay, so it forces us to enhance and improve. Thus, we have deep understanding about academic paper and foreign literature now.

What's more, life of study abroad is colorful and fun, I joined a lot of parties, and trips arranged by student union, made food by ourselves, spent our vacation in the middle part of Finland. All of this enriched my experience in Finland, and made me know more about the world.

During the process of big project cooperation, there were tough moments as well as joyful time. We've been very efficient and also suffering lag phase for a long time.

One year has passed, our team members become close friends, and we do build up the experience of cross-disciplinary and cultural cooperation. And if I handled something appropriately at certain points, I think, I could get better outcomes.

在学习过程中我发觉 IDBM 中来自商业和工程的同学具有很鲜明的、不同于 design 学生的特质，合作起来很有意思，小组成员看待问题的角度和切入点的更加多样，也能从他们身上学到新的知识。另外芬兰人温和包容的性格也使得中国人和他们交流起来较容易。

在知识方面，觉得接触到比较多的是商业上的各种概念，并且了解了一些商科学生的工作方法。工程类的只是有所了解但是并不是太多。另一方面是写学术论文能力的提升，因为课程评分多看文章优劣，所以文章上还是得硬着头皮学习，改良。相对刚来的时候对学术论文，外文论文有了更多的了解。

另外留学生活本身也是相当丰富多彩的，我参加了若干 party，参加了学生会组织的旅游，邀请和被邀请同学做饭吃饭，和组员去芬兰中部度假等等，让我觉得确实不枉此行，所见所闻让人增知不少。

大项目的合作过程中，有觉得的艰难的时候，也有特别轻松愉快的时候，有效率极高的时候，也有停滞不前的时候。一年下来和小组成员成了很好的朋友，也确实增长了很多跨学科国际合作的经验。关于最后的结果，我觉得自己在某些时候处理得当的话，成果还会更好一些。

C. Evaluation 评价

There is no doubt that IDBM is an outstanding postgraduate program, no matter it is before or after my join. It possesses high quality school, teachers, companies, and student resources. As long as students treat their study seriously, then all these elements can ensure students unexpected good outcomes after one year study. I am very satisfied with the quality of IDBM's basic theory courses. However, problems still exist, like teaching methods issues led to low attendance and some courses didn't make relevant adjustment for IDBM, the assignments took us too much time meanwhile has no practical use for the project (e.g github, it is a good platform but unpractical). The quality of big project is good. Some of the projects are at leading edge and the companies are major enterprises in Finland, like Rovio and Funcity project. But, due to uncontrollable reasons some projects could not fulfill our request.

毋庸置疑,无论在我来之前还是之后,我都觉得 IDBM 项目是相当优质和出色的研究生项目。对于中国学生来说更是如此。它掌握了很优质的学校,师资,公司和学生资源。这些因素结合在一起相得益彰。因此只要学生自己态度端正,一年下来定会收获颇丰。

理论课的质量基本都保持在一个较高的水平,个人比较满意。然而也存在一些问题,例如有些课程因为教授方法的问题导致同学们的参与度并不太高。再比如某些课程未针对 IDBM 项目做出相应的调整,致使一些繁重的课业任务既占用时间耗费精力又很难在项目中有实际的用途(如 github 的学习,它本身是很好的平台,但是在两个星期的学习中很容易造成高不成低不就的局面,实际用处并不大)。

大项目的质量从总体上来讲还是不错的。有一些项目课题属于前沿而甲方也是芬兰的企业翘楚,如 Rovio 的 Fun city 项目。但有个别项目可能由于没经过深思熟虑和其他一些不可控因素,导致学生有较差的学习体验,结果也差强人意。

D. Analysis 分析

Merit

For most of the time, I stood my ground of being a designer, no matter in which group, I tried my best in design part and helped others. I did so much work that my team member thought I could not bear it. Fortunately, people do appreciate my work. I treat my work and study seriously thus gained my team members' recognition.

Defect

To be honest, my capacity of understanding business content is just so so, there were several times that I didn't fully understand what was going on about the course, I chose to leave it alone instead of trying to figure it out, so some concepts were obscure for me. And my English comprehension ability was barely satisfactory, although I have no problem in communicating with others, but I think I am capable of doing better.

做得好的方面

基本把控住了一个设计师应有的立场和坚持,不论在哪个小组中,我一定是尽力做好设计上的事情并尝试帮助别人做更多的事情。以至于小组成员认为我承担了太多工作量太辛苦。每次的设计成果也会受到别人的赞赏。对待工作和课程的态度也都比较认真,因此得到了同学们的认可。

做得不好的方面

对商科内容的理解能力一般,上课给出的商科概念自己也没能及时做得查漏补缺,致使概念知道个大概,但直接运用或借用有一定难度。另外英文领会能力差强人意,虽然正常的工作完全没问题,但是觉得自己还是理应在上面做得更好。



In the process of study, I notice that students from business and engineering background have distinct traits that are different from students who major in design. So, it is pretty fun to co-work with them, the perspectives of solving problems are varied, we can learn new knowledge from each other.

E. Conclusion 结论

I benefit a lot from IDBM program; it changes my way of thinking. For example, the open innovation method has far-reaching impact on me, I believe this democratic innovation will spread to each fields in the future, and improve production efficiency.

If designers restrict themselves in this area, then their design will be limited as well. Studying in IDBM is kind of like being brainwashed by business, it makes me know more about new business concepts, like how do businessmen think of design and how to combine design with the whole business process. This change is so precious.

IDBM 项目确实让我获益良多，思维方式上有了不少重要并有价值的改变。例如开放创新概念对我的影响颇深，这种基于群众智慧的民主创新在我来会发散到各领域，并极度提高生产率和生产效率。

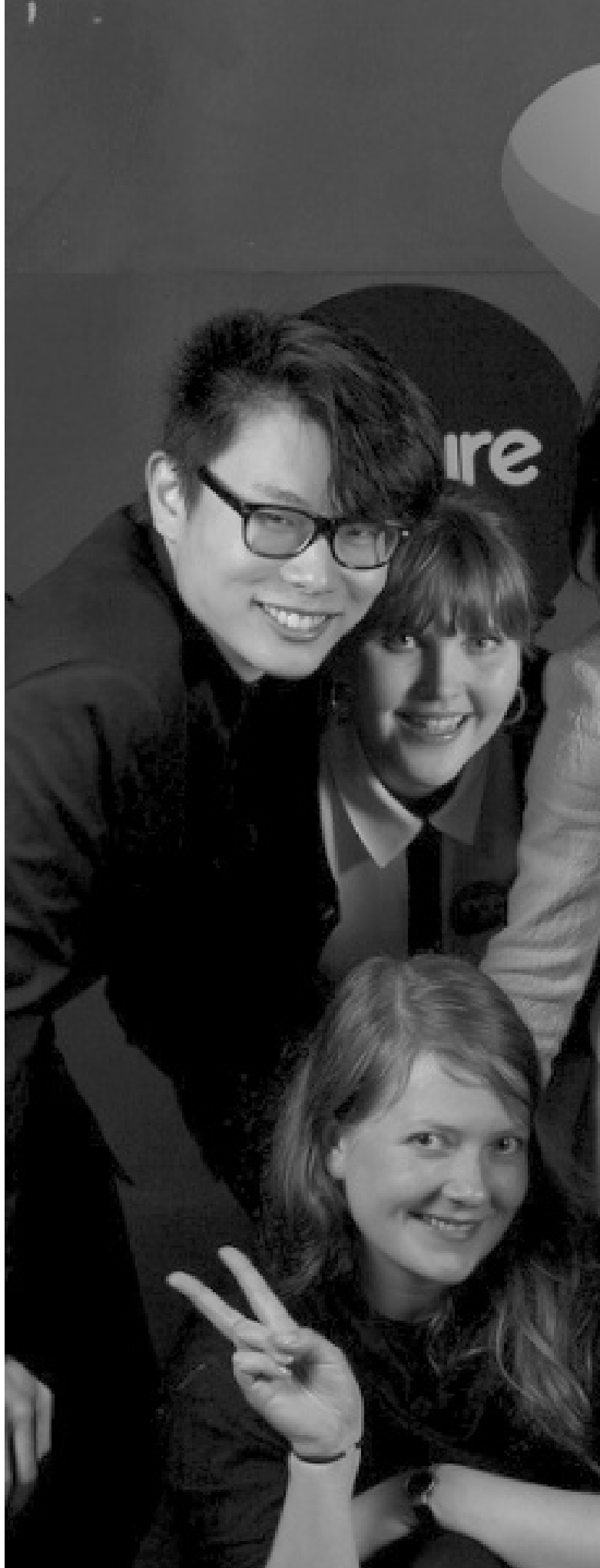
设计师若只将自己圈养在设计领域中必当越走越窄，而 IDBM 整个学习过程在我看来其实是带有很重商科属性的思维洗脑。让我了解了比较新的商业概念，商人对于设计的看法以及设计如何落脚于整个商业过程。这种眼界的改变是弥足珍贵的。

F. Action Plan 行动

I will bring what I have learned in IDBM into my own design field to do further research and finish my paper. Some tips: learn some business concepts in advance, and believe me, you don't need too much knowledge about culture and engineering, but you need to have a basic impression about them; stand on your own ground, even if your foreign classmates doubt you, you have to learn to fully express yourself; review what you have learned in the class and turn it to your own knowledge as soon as possible; join more school activities and student parties, experience different life style is also another important class.

我将会把我之前一年 IDBM 的所学带入自己的设计领域进行进一步的思考，完成自己的论文，以相比一年之前更全面地视角来分析和改进现状。

关于就读 IDBM 的建议：提前了解一些商科，工程领域甚至各国文化之类的知识，不需要太多，但得有个大概印象；在外国组员面前要坚持自己觉得正确的想法，完整的表达自己；另外要对课程中老师讲到的知识点反复咀嚼，尽快转化为自己的知识；多多参加学校活动和学生派对，体验生活方式也是很重要的一门课程。





PEDAGOGICAL TRAINING 教学法培训

Pedagogical Training Program by Sino-Finnish Centre 中芬中心教学法培训项目

Sino-Finnish Pedagogical Training Program, initiating in April 2011, is cooperation between Tongji University and Aalto University, aiming at learning from Aalto University's teaching experience and methods for students from different cultural backgrounds. Through this training program, the English teaching practice of Tongji teachers could be highly improved, and this will enormously push forward the implementation of the cultivation strategy for international talents and foster excellent talents through brand-new teaching philosophies and methodologies. In November 2011, Vice President Wu Jiang signed the MOU of Sino-Finnish Pedagogical Training Program with Aalto University, which marked the establishment of a longer and more stable cooperation between Tongji and Aalto in PEDA Program.

The 1st round Pedagogical Training has successfully completed in Academic Year 2011-2012, and two groups of Tongji teachers passed the training and went through the teaching assessment. May 8, 2012, the 2nd round of Pedagogical Training Program officially launched and contained also three phases, i.e. during the 1st phase, two Program Managers from Aalto University came to Tongji and gave a one-day training to 20 Tongji teachers from different schools; the 2nd phase started from October 8th to 12th, 2012. 15 teachers who were excellent in the 1st phase were selected to receive training with 2 English assistant teachers in Aalto University. They got the chance to communicate and discuss with Aalto teachers; then came the 3rd phase, during November 18th to 25th, 2012, a delegation of 12 Aalto teachers came to Tongji to participate in the teaching of Tongji teachers. Due to the active communication during the 2nd phase, both teachers from Aalto and Tongji got deeper understanding on cultural and educational aspects, and established strong friendship between each other, which formed a great element to the success of the training program. Meanwhile, the 1st phase of 3rd round Pedagogical Training Program kicked off. November 20th, 2012, Kirsi

Kettula, Project Manager and Educational Developer from Aalto University, divided a new group of about 20 teachers into different teams in Sino-Finnish Centre and started discussion and training. 11 Tongji teachers who passed the 1st phase training flew to Aalto University and took part in the 2nd phase training during April 8th to 12th, 2013. They went to classes in Aalto, listening or teaching in another country, and learnt a lot. Then during May 6th to 10th, under the guidance of Kirsi Kettula, another 11 Aalto teachers came and actively participated in the teaching and listening arranged by Tongji teachers both in Siping and Jiading campus.

At the same May, the 4th round training began to take shape. 19 teachers from Schools of Automobile, Chemistry, ICT, Law, Physical Culture, Environment, Civil Engineering, Foreign Languages, Arts and Media joined the training on May 7th, 2013, and received course certificate after completion. According to the cooperation plan, 10 excellent teachers will be selected to get the 2nd phase training in Aalto from September 30th to October 4th, 2013, after which, about 10 Aalto teachers will come to Tongji and take part in real class activities in Middle November, 2013.



”

Both teachers from Aalto and Tongji got deeper understanding on cultural and educational aspects, and established strong friendship between each other, which formed a great element to the success of the training program.

“中芬合作师资培训项目”由同济大学与阿尔托大学合作推出，于2011年4月启动。项目主要目的为学习借鉴阿尔托大学面向具有多元文化背景学生的教学经验及方法，提高我校教师面向国内外学生用英语进行专业授课的教学实践水平，更好地推进我校以“卓越工程师培养计划”为代表的国际化人才培养战略，以全新的教学理念和教学方法培养卓越人才。2011年11月，同济大学副校长伍江代表同济大学与阿尔托大学签署了《“中芬合作教学法培训项目”合作备忘录》，标志着两校在教师教学法培训项目上建立了更加长期稳定的合作关系。

2011-2012学年，第一轮教学法培训已圆满完成，第一批和第二批同济教师已顺利完成课程，并通过了讲课考验。2012年5月8日，第二轮教学法培训正式启动，同样分为三个阶段：第一阶段，两名芬兰教师前往上海，为来自同济不同学院的共20名教师进行为期一天的培训；第二阶段，2012年10月8日至12日，通过筛选的15名教师及2名英语助教赴芬兰阿尔托大学参与培训，与阿尔托教师展开讨论和交流；第三阶段，2012年11月18日至25日，芬兰阿尔托大学一行12位教师前往同济大学参加教学互动。经过第二阶段在芬兰的学习，两校老师对彼此文化教育领域有了深入的了解，建立了深厚的友谊，为第二轮教学法培训的顺利举行奠定了良好基础。

与此同时，第三轮教学法培训第一阶段也拉开了帷幕。2012年11月20日，阿尔托大学项目经理兼教育开发负责人 Kirsi Kettula 担任主讲，将来自同济大学各学院的二十多位老师分成几个讨论小组，开展讨论和培训。当天，老师们顺利结课并获得了学习证书。经过严格筛选，2013年4月8日至12日，参加过第一阶段培训的11名教师飞赴阿尔托大学接受为期一周的第二阶段培训，与芬兰方参加培训的老师展开讨论和交流，并走进他们的课堂，或听课或讲课，收获颇丰。随后，5月6日至10日，在 Kirsi Kettula 的带领下，11位芬兰教师来到同济大学，积极参与同济教师为其在四平校区和嘉定校区安排的讲课与听课。

同时，第四轮培训也在2013年5月份展露了眉目，分别来自汽车、化学、电信、法学、体育、环境、成规、土木、外国语、艺术与传媒学院共19名教师参加了5月7日的第一阶段培训，并顺利获得结业证书。根据合作计划，10名参与过第一阶段培训的教师将于2013年9月30日至10月4日赴阿尔托参与第二阶段培训，随后10名阿尔托教师也将于2013年11月中旬至同济大学参与培训。

SFC LECTURES

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05

RESEARCH

DESIGN Harvests: Designing the Urban-rural Interaction in China



Prof. Dr. LOU Yongqi
College of Design & Innovation,
Tongji University
Shanghai, P. R. China
July 22, 2013

PROJECTS 项目

MOST SINO-FINNISH INTERNATIONAL COOPERATION PROJECT (2010DFB10410): DYNAMIC WIRELESS NETWORK CONFIGURATION AND SELF-OPTIMIZATION

科技部中芬国际合作项目（2010DFB10410）：未来宽带无线接入关键技术研发

Prof. Liu Fuqiang, *Professor of School of Electronics and Information Engineering*

刘富强教授，电信学院教授

Project introduction:

项目简介:

This project focuses on Dynamic Wireless Network Configuration and Self-optimization, 4 sub tasks in total. Associate professor Wang Ping, as the project principal instructed his team accomplish task 3 “TDD system coexisting technological research and dynamic network resource management in the heterogeneous network fusion”, this task dedicated in the key technology of solving spectrum allocation, coexistence systems, and heterogeneous network fusion in the future wireless communication system. This project has been checked and accepted in the first half of 2013. We applied for 4 invention patents and published 10 paper.

项目围绕未来无限接入关键技术展开研究，共 4 个子课题，同济大学王平副教授作为项目负责人带领团队完成子课题 3 “TDD 系统共存性技术研究与异构网络系统中动态网络资源管理”，致力于解决未来无限通信系统中频谱划分、系统共存以及异构网络融合的关键技术，项目于 2013 年上半年完成验收工作。共申请发明专利 4 项，发表论文 10 篇。

QUALITY-OF-EXPERIENCE IMPROVEMENT FOR MOBILE MULTIMEDIA ACROSS HETEROGENEOUS WIRELESS NETWORKS THE SEVENTH EU RESEARCH AND DEVELOPMENT FRAMEWORK PROGRAM (FP7) TASK (NO. PIRSES-GA-2013-612652)

欧盟第七研发框架计划（FP7）课题（No. PIRSES-GA-2013-612652）

Prof. Liu Fuqiang, *Professor of School of Electronics and Information Engineering*

刘富强教授，电信学院教授

Project introduction:

项目简介:

This project is co-applied by several famous universities at home and abroad, which include University of Bradford, UK and KTH Royal Institute of technology, Sweden and so on, in this international cooperation project, Tongji University is mainly responsible for researches about user-oriented perception systems integration, demonstration and validation testing.

该项目由国内外多所知名大学联合申请，其中包括英国布拉德福德大学、瑞典皇家理工学院等，同济大学在此国际合作项目中主要负责面向用户感知的系统集成、示范和测试验证的相关研究工作。

RESEARCH ON THE DEVELOPMENT OF DESIGN INDUSTRIAL CLUSTER IN YANGPU DISTRICT

杨浦区设计产业集群发展研究

Prof. Liu Qiang, Associate Professor of School of Economics and Management

刘强副教授, 经济与管理学院工商管理系副教授

Content:

课题主要研究内容:

The international trend of the development of design industry;

Analysis of the role and its historical evolution of design industry in the development of economy and society in Yangpu District;

Factor fundamental, industrial structure, major structure and spatial structure analysis on the development of design industrial cluster in Yangpu District;

Major problems existed in the development of design industrial cluster in Yangpu District;

Systemic treatment scheme and key measures for the promotion of further development of design industrial cluster in Yangpu District.

设计产业发展的国际趋势

设计产业在杨浦区经济社会发展中的地位与历史演化分析

杨浦区设计产业集群发展的要素基础分析、产业结构分析、主体结构分析、空间结构分析

杨浦区设计产业集群发展中存在的主要问题

促进杨浦区设计产业集群进一步发展的系统治理方案与关键措施



VOLVO PROJECT

沃尔沃项目

Prof. Jan Staël von Holstein & Godert van Hardenbroek

缘师道教授 & 霍达讲师

Volvo Group is the largest manufacturer of trucks in the world. With the recent acquisition of Dong Feng trucks, it is clear that China represents a key market to them. At the same time there is a lot unknown about the functioning of this trucking market. To increase the understanding in this area, Volvo Group has cooperated with Sino-Finnish Centre, Tongji University to conduct trucking market research in China.

The focus of this research has been on the entire system around the truck with independent drivers, logistics companies, agents, maintenance companies, logistic buyers etc. Under the guidance of Professor Jan Staël von Holstein and project management of Godert van Hardenbroek, two Swedish exchange students from Chalmers University and two Chinese students from College of Design and Innovation did a great job in exploring this un-

known trucking world. They took several road trips with truck drivers and conducted numerous interviews with stakeholders. They have gathered valuable insights on the trucking system and through transcription and translation of all interviews, made this information accessible for non-Chinese speaking Volvo employees. Additionally, another group of students developed three scenarios about what the trucking market in China might be like in 2020. Finally the team has developed a list of 10 challenges that Volvo should focus on to deliver more value to the Chinese market. All the research results are being disclosed through a custom built website.

There has already been one workshop at SFC discussing the preliminary results with Volvo employees that all of them considered eye opening. In September the research website will be launched in the Volvo Research Centre in Gothenburg to Volvo employees and a workshop about the challenges will take place. Next step will be to expand the collaboration with Volvo and conduct additional research into the challenges and opportunities the trucking market in China has to offer.

SFC offers a very fertile ground for this type of research with students of many different nationalities. One of the problems many international companies facing when working in China is to learn about the local customs. This research project has proved that SFC can play a pivotal role in bringing together these different worlds.

沃尔沃卡车是全球最大的卡车制造商，而其近期对东风卡车的收购，更明确了中国市场对其的重要性。同时，其对于中国的卡车市场也有众多的未知，为增加对这一领域的了解，沃尔沃

卡车请同济大学中芬中心为其进行中国卡车市场研究。

该项研究的焦点围绕卡车周边的整个系统，包括卡车司机、物流公司、代理商、维修公司、物流采购商等。该项目由缘师道教授及项目主管霍达老师指导，主要由 2 名来自瑞典查尔姆斯大学的交换生及 2 名来自同济大学设计创意学院的中国学生参与完成。项目期间，这四名学生随卡车司机走过了多条路线，对利益相关者进行了数次采访，并收集到了大量卡车系统运行中的重要信息。通过对所有采访进行录音和翻译，他们成功地让沃尔沃卡车的非中文职员也能够了解到这些信息。与此同时，另有一组学生设想出三种 2020 年中国卡车市场的可能情景。最终，这组学生列出了 10 项沃尔沃应着力应对的挑战，以能够为中国市场带来更多价值。该项研究的所有成果都在一个定制的网站展示。

该项目已在中芬中心举办了前期成果讨论会，沃尔沃相关人员认为这些成果都非常有启发性。今年 9 月，该研究网站将在沃尔沃在哥本哈根的研究中心全面向沃尔沃员工开放，并将举办一场关于挑战问题的工作坊。接下来计划将扩大与沃尔沃公司的合作，就其在中国卡车市场所面临的挑战和机遇实施进一步研究。

而在这个项目中，中芬中心是一片沃土，为该研究提供了来自不同国家的学生。许多国际公司在中国运营时都会遇到的问题之一就是学习地方习俗，而这项研究项目证明了中芬中心在融合国别多样性上能够起到关键作用。

www.truckingresearch.cn

VOLVO



AMMI 2012-2013 INNOVATIVE PROJECTS

同济大学汽车营销管理学院 AMMI 2012-2013 年度创意创新项目

Prof. Ma Jun, Vice Dean, School of Automotive Studies

马钧教授，汽车学院副院长

Research on consumers' semantic association about Chinese automobile brand keywords and design change/transformation

中文汽车品牌关键字消费者语义联想研究与设计转化

The keywords and slogans of automobile brand are significant to an automobile company. Good slogan can not only make good impression and easy to remember, but also increasing company's culture and brand additional value. Now, many foreign brands are very popular in China's automobile market, their brand keywords are originally in English or other languages, and they have matching Chinese translation version. Due to the features of Chinese Characters, each of them can has many different meanings, and thus has subtle influence on customers' thinking, even though it is not align with the company's original intention. This project aimed at doing a semantic extended research on the Chinese version of foreign automobile brand keywords, and refine design idea from massive consumer survey and mind mapping way, it summarizes consumer's associated map about Chinese keywords based on their gender, age and education level. As a result, realize the transformation from deep brand semantics to concrete products, enhance products' cultural expression, improve brand communication system.

Instructor: Ma Jun

Members: Zhou xing, Yan Xiuxiu, Yan kun

Outcomes: our team get a relatively complete semantic association map through doing case study and quantitative and qualitative research on certain automobile brand keywords, meanwhile, choose typical semantics to do visual design. Based on research outcomes, we hold a design competition about automobile related culture and functional products, through this competition, we found many outstanding design works, it exercises students' ability to do marketing research and design.

汽车品牌的关键字和标语对于一个汽车公司来说十分重要。好的品牌标语不仅在宣传中朗朗上口易于记忆，也在无形中增加了企业的文化和品牌附加值。目前我国汽车市场上活跃着很多外国品牌，他们的品牌关键字原本是英文或其他语言，在中国市场上有相应的中文翻译版本。中国汉字自身的特点决定，每一个汉字都可以有很多引申义，并对消费者产生潜移默化的影响，甚至有可能不符合企业的初衷。本项目即是对于外国汽车品牌的关键字中文版本进行完整的语义引申研究，通过大量的消费者调查，通过思维导图的方式总结中国不同性别、年龄、

教育水平的消费者对于中文关键字的联想地图，从中提炼设计概念，进而转化为汽车产品功能或外观设计，从而实现从品牌深层语义到具体产品的转化，提高产品的文化表现力，进一步完善品牌沟通体系，并探索由虚拟的品牌语义到具体的产品设计之间的基础研究流程。

导师：马钧

成员：周行 阎秀秀 颜坤

成果：通过案头研究和定量定性调研对某汽车品牌关键字得到了完整的消费者语义联想地图，并选取其中有代表性的语义进行了视觉意向创作，根据研究结果举办了面向全国设计专业学生的汽车相关文化或功能产品的设计竞赛，涌现了很多体现汽车文化与功能设计相结合的优秀设计作品，锻炼了参与同学的市场研究与设计表现能力，对于品牌文化与设计的结合也有了深刻的认识和实践的检验。

Analysis and Design on Personalized Potential Purchase Demand of Chinese Automobile Consumers

中国汽车消费者个性化潜在购买需求分析与设计

In the face of various automobile consumer markets, individualization becomes a key method to battle for the potential consumers of future automotive products. Thus many luxury automobile brands, and even low-end automobile brands, have added options for personalized allocation during the service process. However, different from that to European and American automobile consumers, personalized order remains a new idea to Chinese consumers, and they still prefer to get cash on delivery. Currently, figuring out the potential personalized demand of Chinese consumers and accordingly designing products to reduce the waiting time for production become an important method to improve consumer satisfaction and reduce inventory. Through data acquisition and deep access to personalized customization services provided by major automobile brands, this project is to design special automobiles according to market survey and consumer preference.

Director: Ma Jun

Members: Yan Xiuxiu, Liu Yunlu, Li Tianjiao

Outcomes: Through data collection and consumer research, the team sorted out the basic flow and consumer's concern for personalized customization services. Combining with the market analysis result, the team did interior and exterior design for Chinese customized automobiles. Such design proposals won great support from relative automobile manufacturers, and arouse students'

curiosity and enthusiasm in personalized customization, an new area of automobile services.

面对种类繁多的汽车消费市场，个性化成为了未来汽车产品想要争夺潜在消费者的重要手段。众多豪华车品牌甚至低端车品牌都在服务流程中增加了个性化配置选项。

但是，不同于在欧美汽车消费者心目中的理所当然，个性化订单在中国消费者的心目中还是一个新奇的事物，中国消费者似乎也更偏好于一手交钱，一手交货的交易模式。在现阶段，如何研究中国消费者的潜在个性化需求，为之设计相应的产品从而减少等待生产的时间，就成为了汽车厂家提高客户满意度、减少库存的重要手段。本项目即是通过对各主流汽车品牌个性化定制服务的资料采集和深访，总结优劣，并结合消费者深访探讨汽车消费者的潜在个性化需求，最终根据市场结果和消费者偏好进行特别版车型设计。

导师：马钧

成员：阎秀秀 刘云璐 李天骄

成果：通过资料搜集和消费者调研，得出了现有个性化定制服务的基本流程和消费者关注点整理。结合市场分析结果，进行了中国定制特别版车型内外饰的设计，有关设计方案得到相关汽车厂家的大力支持，激发了同学们对个性化定制这一崭新汽车服务领域的好奇心和积极性。

to take part in the inner enterprise design competition, it helps students exercise their team work ability and provide students a opportunity to be a part of a true project.

当今中国的豪华车市场是汽车厂家必争之地，但是很多来自外国的汽车品牌对于中国豪华车主的真正需求并不十分清楚，对中国元素的使用也停留在比较具象的阶段。本项目即针对比较特别的豪华车内饰设计项目，通过对豪华车主衣食住行玩和工作方式的深入研究，总结豪华车主的内饰需求，并最终设计出内饰方案，参与企业内部设计评比。

导师：马钧

成员：阎秀秀 刘阳

成果：参与学生以市场、技术和设计等不同专业背景组成 6-8 人小组进行合作，最终产生了 4 组完整的市场调研报告，包括竞争产品分析和车主调研，经过概念整合和取舍，最后产生了 4 个比较完整的内饰设计方案。经过厂方专业人员的评测之后，最终选取各个方案的亮点产生一个最终方案制作 1:1 模型参与企业内部设计方案评选，锻炼了同学的协作能力和动手能力，提供了在校学生参与模拟企业真实项目的机会。

Research on Chinese luxury automobile owners' profile and interior decorative design

中国豪华车车主 Profile 调研与内饰设计项目

Now, in China, luxury automobile market is one of the most important contested spot for automobile companies, however, many foreign automobile brands do not know the real requests of Chinese luxury automobiles owners, and their impression about the usage of Chinese elements still stay in a concrete phase. This project focus on special luxury automobile interior decorative design, and try to summarize owners request through study their working way and life style and thus conjure up a design scheme and take part in an inner enterprise design competition.

Instructor: Ma Jun

Members: Yan Xiuxiu, Liu Yang

Outcomes: students from marketing, technology and design majors form 6-8 people group cooperate with each other, and finally produce 4 complete marketing research report, including competitive products analysis and owner survey, after integrate and select the concepts, we got 4 interior decorative design plan and build a 1:1 model

DESIGN HARVESTS

设计丰收

Prof. Lou Yongqi, *Dean, College of Design & Innovation*
娄永琪教授, 设计创意学院院长

DESIGN Harvests is an interdisciplinary design research project initiated by Professor Lou Yongqi, Dean of College of Design and Innovation and Vice Director of Sino-Finnish Centre, Tongji University, and it is also the first practical project of DESIS — China on urban and rural theme that has been put into practice. Based on design thinking, this project aims to establish a creative community to encourage sustainable social innovation, to explore design's way of active involvements in and solutions for severe social problems against imbalanced urban and rural development, to interlink urban and rural resources and demands through design and innovation, as well as to activate urban and rural relationship through tiny and systemic changes, just like acupuncture in Traditional Chinese Medicine System, realizing adaptation for the whole body by stimulation of key acupoints. DESIGN Harvests is an interaction and convergence of "issues of innovation, originality, entrepreneurship" and "issues of agriculture, farmer, rural area". Based on the exploration, improvement, promotion and popularity of the potential of rural lifestyle, taking urban and rural demands into consideration, this project will build a powerful urban and rural innovative collaboration network. It firmly insists to use design to support agriculture and

entrepreneurship, attract design and innovation communities to settle down in rural areas, as well as have young entrepreneurs to start businesses in rural areas, in order to popularize rural production and lifestyle, and improve economy, environment, employment and service in rural areas.

Upon the vision above, DESIGN Harvests tries to build an innovation center network in order to bridge urban and rural areas. In line with local potential resources, social and cultural characteristics, and through the integration of originality, business and technology, the innovation center mainly functions to support entrepreneurs to launch a series of high-value added relative business projects in order to achieve collaboration and interaction among different communities. Thus to create a new sustainable economic mode. In a word, each innovation center works as an open creative platform, which is characterized with local features, links urban and rural resources, and promotes the synergetic development of urban and rural areas.

In August 2011, the first innovation center was completed in Xianqiao Village, Chongming Island. It is a multi-functional communication space with local characteristics. This center now works as a center node, with a series of



relative innovative projects launched and various communities cooperated with each other, to incubate and demonstrate new sustainable business models in order to find new space for innovation.

During the past few years, DESIGN Harvests has gained remunerable great achievements and recognitions, and been invited to famous exhibitions both at home and abroad. In December 2012, it was invited to “Helsinki-World Design Capital” and “China Design Exhibition”; In March 2013, it was invited to “The Eighth International Biennial Design Exhibition of Saint Etienne France”, whose theme was “Empathy or the Experience of the other”; Besides, hopefully DESIGN Harvests will take part in the Milan Expo.

“设计丰收”项目是由同济大学设计创意学院院长、中芬中心副主任姜永琪教授发起的一个跨学科设计研究项目，同时也是“中国社会创新与可持续设计联盟”城乡主题第一个落地实践项目。该战略设计项目基于设计思维，旨在建设一个鼓励可持续社会创新的创意社群，针对中国城乡发展不平衡问题，探索设计主动介入和解决社会大问题的路径，通过设计和创意链接城乡资源和需求，通过小的、系统性的改变来激活城乡关系。如同中医系统中的针灸，在关键穴位的刺激来实现对整个肌体的调适。

“设计丰收”项目是“三创”与“三农”的互动互融，项目基于对乡村生活方式的潜力进行发掘、改良、提升和普及，结合城乡需求，构建一个强有力的城乡创意协作网络，主张通过设计支持农业，通过设计支持创业，吸引设计创意社群进入农村，年轻创业者到农村创业，推广乡村生产和生活方式，改善乡村经济、环境、就业和服务。

基于以上愿景，“设计丰收”尝试在中国农村和城市建立一个桥接城乡的创新中心网络。创新中心的主要作用是根据当地的潜在资源与社会文化特色，通过创意、商业、技术的整合支持创业者发展一系列彼此联系的高附加值商业项目，从而实现不同社群彼此合作、互动。由此创造一个可持续的新经济模式。每个创新中心是一个具有当地特色的通过设计创新，链接城乡资源推进城乡协同发展的开放创新平台。

于2011年8月，“设计丰收”在崇明仙桥村建立了首个创新中心，这是一个基于当地特色的多功能交流空间。它架构并发展起了一系列彼此联系的创意项目，让不同的社群彼此互动合作，而自己成为联系这些项目的一个中心节点，由此“孵化”和示范新的可持续的商业模式，寻求产业创新的新空间。

近年来，“设计丰收”项目硕果累累，广受各方赞誉，也由此多次受邀参加国内外知名大展：2012年12月，受邀参展“赫尔辛基：世界设计之都”；2012年12月，受邀参展“中国设计大展”；2013年3月，受邀参加“法国第八届圣代田国际双年展”，展览主题为“Empathy or the Experience of the other”；另于2015年，“设计丰收”项目还有望参展米兰世博会。

TONGJI-PLANTAGON RESEARCH CENTRE

同济-Plantagon 研究中心

On April 3rd, Tongji-Plantagon Research Centre held its opening ceremony at Sino-Finnish Centre, Tongji University. Plantagon International is active in the sector urban agriculture and is a global innovation leader in vertical farming. Plantagon's vertical greenhouse minimizes the need for energy, water and pesticides. The negative environmental impact of the greenhouses is very low, and since the products are delivered directly to consumers in the city, the transportation costs are also minimized.

4月3日，同济-Plantagon 研究中心揭幕仪式在中芬中心举行。瑞典 Plantagon 活跃于都市农业领域，是全球垂直农业创新领域的领导者。Plantagon 的垂直温室能够最大程度上减少对能源、水资源和杀虫剂的需要。产品直接交付给城市消费者，交通成本因此可以降到最低。此次成立的同济-Plantagon 研究中心将开启未来三年 Plantagon 对城市规划、温室模型和商业发展等领域的科研之旅。

THE LIGHT ENVIRONMENT EXPERIENCE DESIGN PROJECT

中芬中心光环境体验实验室

The light environment experience design project of Sino-Finnish Centre, Tongji University aims at enhance collaboration with universities to establish standard of the design and application of domestic lighting products, to build campus platform which integrates interaction design, scene experience, energy-saving design and offer creative light environment space, in plus, to construct a green and sustainable campus display base, leading the new trend of energy-efficient lighting applications among domestic universities. This project will also promote industrialization process of domestic light environment design via innovation design trading platform.

同济大学中芬中心的光环境体验设计项目，旨在与高校协同，以树立国内照明产品、设计及应用的新标杆为目标，建设校园平台上集交互设计、情景体验和节能设计的创意光环境空间，并打造绿色可持续校园展示基地，引领国内高校节能照明应用新潮流。该项目也将通过创意设计交易平台推动国内光环境设计的产业化进程。

MASTER THESIS 相关硕士论文

STUDY ON INNOVATIVE TEACHING OF DESIGN EDUCATION IN UNIVERSITIES — CASE ANALYSIS ON SINO-FINNISH INTERDISCIPLINARY COURSES

高校设计教育教学方法创新研究——以中芬跨学科实践课程为例

Lu Zhou
陆洲

Abstract 摘要

In the era of 'Knowledge Economy', our society is developing at an alarming rate. This defines design's role in a more strategic and broader context than its roots, the making of things and beautiful things. Design is now a tool that can be used to solve tough problems and drive economic and social renewal.

With its multi-disciplinary nature, design is closely connected to our society, education, environment, business and culture. New and emerging disciplines of design are constantly being created, thus absorbed into design education and playing a profound role in shaping students' views of the designer's way of perfecting the world. To reinforce the international position of China, our design education has to be evolved and developed to address new challenges and opportunities. This paper aims to learn from the Finnish teaching approaches in design education, as well as to provide a learning environment on our own significant creativity and cultural background. Through the case study on three multi-disciplinary curriculums as cases, this paper discusses the pedagogy to nurture and develop students' creative thinking ability in design education.

Participating the curriculum, students from different fields and cultures would become more familiar with design approaches. The multi-disciplinary approaches also encourage students to pin their faith on their own competence and capacity to tackle impossible-sounding goals. Meanwhile, learning through practical assignments and projects help students focus not only on output, but also

on process. In addition to the traditional degree options, a passionate, student-oriented learning provides possibilities for a new breed of design students to build unique study experiences. The main purpose of this paper is to carve out a learning path appropriate to the changing nature of design and design education.

Keywords: design education, multi-disciplinary, innovative teaching

随着信息化、城市化、全球化、市场化的接踵而至，仅仅停留在改变外观或形象的狭义“设计观”已经很难再适应当下快速发展的社会，不断更新的公众需求更是时时刻刻地拓延着设计学科的内涵与外延。设计，在我们的社会、教育、环境、商业、文化产业等各领域几乎无处不在。毫无疑问，我们正在迎来一个全新的“大设计”时代，我们的设计教育也将面临更多的机遇与挑战。

设计作为一门与社会发展密切联系的边缘学科，在解决人类对于物的需求同时，也是国家建设和文化延续的重要载体。其学科的本质赋予了设计教育在过程中所特有的创造性，知识结构上的交叉性，以及理论体系的应用性。

中国社会发展的动力是巨大的，设计如今变得比以往任何时候都重要，中国需要设计，需要高质量的设计，需要高素质的设计师队伍。“不积跬步无以至千里”，改变必须从设计教育、从培养高素质的设计人才开始，从建立一个创造性的、面向未来的、多元开放的设计教育观做起。笔者通过整理研究生期间在芬兰阿尔托大学为期一年的学习体会，以芬兰“设计强国”为例，印证“跨学科”环境中的教学法创新对于设计教育发展的必要性和重要性。结合回国后参与同济大学设计创意学院、同济大学中芬中心的课程助教经历，借鉴已有的设计教育理论

体系，针对当下我国设计教育中面临的挑战，以“中芬中心”为理论实践平台，尝试从芬兰已有的优秀创新课程中挖掘值得借鉴并适合中国师生特质的设计教学方法，并以此作为本论文研究的重点展开论述。

在中芬合作的跨学科创新课程中，来自不同国家地区、各个学科专业的学生得以更主动地去运用所掌握的专业知识，从而建立新型的设计思维方式，从他人知识框架的复制者转变为自我知识模式的构建者，从接受式认知转向创造性探究，从仅仅关注于专业知识的学习转向跨学科知识的综合运用，从注重学习结果转向侧重将学习成果与学习过程相结合。笔者坚信，在未来我国设计学科的发展中，必须更多地开展学生驱动的教学模式、体验式的课程设置、“设计思维”引领的跨学科教学以及全球范围内的产学研合作等。此举将建立起以跨学科、多维度、宽领域为原则的创新设计教学体系，为开拓学生的设计视野打下坚实理论基础。

关键词：设计教育，跨学科，教学创新







06

IN-HOUSE COMPANIES (2012-2013)



SHANGHAI LIYE PHOTOELECTRIC TECHNOLOGY CO., LTD
上海丽业光电科技有限公司

www.liyelight.com

Founded in 2005, equipped with core members of over ten years industrial experience, Shanghai Liye Photoelectric Technology Co., Ltd. is professional in urban landscape lighting construction. Main Business: System design, technology development, technology transfer, technology consulting and technology services concerning photoelectric fields; Installation and construction of indoor and outdoor landscape lighting projects, as well as urban and roadway lighting projects; Import / export of electronic products, lighting equipment and other products and technologies.

Mission: Endeavor to provide excellent landscape lighting for proprietors and society combining science and technology with art.

Liye Photoelectric, your trustworthy service provider!

上海丽业光电科技有限公司成立于2005年，是一家营造城市灯光景观的专业公司，其核心成员有十多年的行业经验。公司主要经营：光电科技领域内的系统设计、技术开发、技术转让、技术咨询、技术服务；室内外灯光景观工程、城市及道路照明工程安装施工；电子产品、照明设备等货物及技术的进出口业务。

丽业使命：始终站在科技与艺术的交汇口，为业主，同时为社会营造一流的艺术灯光景观。

丽业光电，是您最值得信赖的灯光系统服务商！



TONGJI INSTITUTE OF ART AND DESIGN INNOVATION
上海同济天地创意设计有限公司

www.tongji-tiandi.com

Tongji Institute of Art and Design Innovation is a new-style integrated design company co-founded by Tongji Asset Management Co., Ltd., Tongji Architectural Design (Group) Co., Ltd. and College of Design and Innovation Tongji University. Relied on Tongji Economy Ring, National Torch Plan "Tongji R&D design service industrial base" and disciplinary advantage of College of Design and Innovation Tongji University, we integrates industrial resources and talented designers of Tongji University with an international perspective. With cutting-edge design concept and creative design capability, the institute serves the uprising demands for design and innovation from the industry and the world.

上海同济天地创意设计有限公司是同济大学资产经营公司、同济大学建筑设计研究院（集团）有限公司和同济大学设计创意学院合作成立的创新型、综合性创意设计企业。公司依托环同济知识经济圈、国家火炬计划“环同济研发设计服务特色产业基地”和同济大学设计创意学院的学科优势，以国际化视野整合同济设计人才和行业资源，以前沿的设计理念和创新的设计能力，服务社会和产业对设计创意的新需求。

**ETOPIA****上海易托邦建设发展有限公司**www.etopia.cn

Etopia is a mixture of "I Ching" and Utopia. It was established in Shanghai and took root at Tongji University. It is in the vanguard of prefabricated housing, integrating innovative designs with products. Etopia links human needs and construction through a unique integrated platform of products and services. It redefines what architecture can be. Etopia specializes in the design, planning, and building of innovative construction technologies which accord with the principles of sustainable development to meet the goals of a harmonious society. It is an interactive system which significantly reduces the inefficiency and waste of current construction methodologies by integrating construction management operations with new house-building technologies.

易托邦是一个以规划设计为龙头，以集成技术和服务为手段来贯彻可持续发展理念；以一体化建设的高效组织、管理、执行来改变原有高污染、高浪费的建设发展模式的组织与行业联盟。将住宅生产全过程的规划、设计、构配件生产、施工建造、销售、维护、回收等环节联为一个完整的产业系统，实现住宅产业一体化运作的集成平台。



广东省半导体照明产业联合创新中心

GSC**广东省半导体照明产业联合创新中心**www.gsclcd.com

GSC is sponsored by the Science and Technology Department of Guangdong Province, participated by the relevant state departments and jointly funded by research institutions, semiconductor lighting listed enterprises and leading enterprises in Guangdong Province. Facing to the innovation needs of each industry chain, systematically integrated the efficient innovation resources, perfect innovation service function, create innovation environment, build the strategic think-tank of Guangdong LED industry, information exchange hub, testing and certification base, technological innovation bridge, the pioneer of financial services, a good environment for talent training, and a stage to display achievements. In 2012, GSC participates in and supports the design competition that organized by SFC.

广东省半导体照明产业联合创新中心由广东省科技厅发起，由国家相关部门参与，省内科研机构、省内半导体照明上市企业、龙头企业共同出资成立。联合创新中心主要面向产业链各个环节的创新需求，系统集成有效创新资源，完善创新服务功能，营造创新环境，建成广东LED产业发展战略智库、信息交互枢纽、检测认证基地、技术创新桥梁、金融服务尖兵、人才培养高地、成果展示舞台。2012年，该机构参与、支持了中芬推出的设计竞赛。

07

ENTREPRENEUR



ZHENDU

ZHENDU INC.
真度

www.zhendu.net

Zhendu Inc. is dedicated to software development and interaction design based on mobile devices. The current focus of Zhendu Team is educational innovation. To be more specific, we want to bring art and museums to life in the mobile era. Even though Zhendu is still in its infancy, we have accumulated over half million users worldwide. Art Cloud is the main project of our team in 2013. We are building a community for art lovers from all over the world with our collection of over 60,000 great works of art.

真度文化专注于移动软件开发、交互体验设计。整个团队目前关注以艺术为出发点的教育创新，专注艺术、博物馆类苹果app的开发。真度成立尚未满一年时间，但已经在全球积累了超过50万艺术类app的用户。2013年真度的重点项目Art Cloud致力于打造苹果平台上最大最全的艺术作品库，重新定义艺术欣赏。



SANMAS STUDIO
秋刀鱼创意
Envisioning our optimized future

SANMAS FILM
秋刀鱼

www.sanman.com.cn

We are a design consultant specialized in branding strategy and creative media.

We communicate through writing, filmmaking, animation and music--anything that helps to tell a great story.

We strive to be great planners and communicators. We pride ourselves on our professionalism and smart creative. Let's envision our optimized future!

我们是一家专注于品牌策划和原创传媒的创意设计公司。我们通过文字、影像、动画和音乐来交流，向观众和消费者讲述一个美妙的故事。这正是我们的设计，一股强有力的沟通力量。一起创想我们最美好的未来！

08

COOPERATIVE COMPANIES &
ORGANIZATIONS





ROVIO
 路威

rovio.com

Rovio is an entertainment media company, and the creator of the globally successful Angry Birds franchise. Rovio was founded in 2003 as a mobile game development studio, and the company has developed several award-winning titles for various mobile platforms.

Rovio 娱乐是一家具备创业精神的娱乐媒体公司，成功打造了全球闻名的愤怒的小鸟形象。Rovio 成立于 2003 年，以手机游戏开发起家，在不同的手机平台上开发了不少获奖的游戏。

KONE
 通力电梯

kone.com

Kone is a global manufacturer of elevators and escalators. KONE has involved in two of the student projects piloted in ATDF.

通力电梯是自动扶梯全球制造商，是中芬中心理事单位。通力参与了两期在同济阿尔托设计工厂举办的中芬学生项目。

METSO PAPER
 美卓纸业

metso.com

Metso is a global supplier of sustainable technology and services for mining, construction, energy, metal recycling and the pulp and paper industries. Metso has been involved in the Product Development Project student course, and their project is done partially in China.

美卓纸业是利用可持续发展技术为采矿业，建筑业，能源，金属回收及制浆造纸行业提供服务的全球供应商。美卓参与学生产品开发项目的课程，项目的一部分在中国完成。

ELECTROLUX
 伊莱克斯

electrolux.com

Electrolux is manufacturer of home and professional appliances for cooking and cleaning. Electrolux has provided their solutions and products to be utilized at ATDF.

伊莱克斯是家用电器专业制造商，产品囊括生活中各个领域。伊莱克斯向同济阿尔托设计工厂捐赠了厨房产品。

POWERKISS*powerkiss.com*

Powerkiss develops wireless charging solutions, converting basic furniture into smart energy platforms. The fundamental idea behind wire-free charging is to ease everyday life and make the world user-friendlier and environmentally sound. Powerkiss has provided their solutions and technology to be utilized at ATDF.

Powerkiss 主要负责开发无线充电解决方案，并转换成基础智能节能家具。其基本理念是缓解日常生活对环境的危害和使世界变得更加方便。Powerkiss 为同济阿尔托设计工厂提供了示范产品。

HARVIA*harvia.fi*

Harvia is a Finnish, family owned company with more than 60 years of experience in developing new innovations to the sauna environment. Today Harvia is one of the leading sauna heater manufacturers in the world with exports to over 65 countries. Harvia has provided their solutions and products to be utilized at ATDF.

Harvia 是一家拥有 60 多年发展、创新桑拿环境经验的芬兰独资企业。它是一家世界领先的热水器制造商，产品出口六十多个国家。Harvia 为同济阿尔托设计工厂提供了桑拿设备。

MARIMEKKO

玛莉美歌

marimekko.fi

Marimekko Corporation is a leading Finnish textile and clothing design company that designs, manufactures and markets high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad. Marimekko has provided their products and designs to be utilized at ATDF.

Marimekko 是芬兰领先的纺织品与服装设计公司，在芬兰国内外设计、制造并销售优质服装、室内装饰纺织品、包袋及其他 Marimekko 品牌配件。Marimekko 为同济阿尔托设计工厂提供了他们的解决方案和产品。

VALLILA INTERIOR*vallilainterior.fi*

Vallila Interior offers extensive textiles expertise and interior design service for demanding locations. Vallila Interior has provided their solutions and designs to be utilized at ATDF.

Vallila 室内纺织品利用其专业技术满足不同地点及工作条件的需求。Vallila 为同济阿尔托设计工厂提供了窗帘产品。

SALLI*salli.com*

Salli is a Finnish company developing ergonomic solutions and products for office environment. Salli has provided their solutions and products to be utilized at ATDF.

Salli 是一家芬兰公司，开发符合人体工程学的解决方案和办公环境的产品。Salli 为同济阿尔托设计工厂提供了办公家具。

DESIS-CHINA

社会创新与可持续设计联盟（中国）

desis-china.org

DESIS-China is a network composed of worldwide top design schools, institutions, companies and non-profit organizations sharing common orientation and sense of mission on the promotion of design for social innovation and sustainability. Now DESIS-China is a part of the knowledge community of SFC.

社会创新与可持续设计联盟（中国）由世界顶尖院校、机构、企业和非营利性组织，它们具有相同的方向与使命，且都提倡社会创新与可持续创新。目前，社会创新与可持续设计联盟已成为中芬中心只是社区的一部分。

CUMULUS

国际艺术、设计与媒体院校联盟

cumulusassociation.org

Cumulus is the only global association to serve art and design education and research. It is a forum for partnership and transfer of knowledge and best practices. Cumulus consists currently of 176 members from 44 countries. It has already set up the CUMULUS Lab at ATDF. In 2012, SFC has organized 2012 Cumulus DIH LED Lighting Design Competition.

国际艺术、设计与媒体院校联盟是唯一一个服务艺术、设计教育与研究的全球性机构。它是一个论坛，用于合作与传递知识和最佳实践。目前，该联盟拥有来自 44 个国家的共 176 个成员。它在同济 - 阿尔托设计工厂建立了 CUMULUS 实验室。2012 年，中芬中心承办了 CUMULUS LED 照明设计竞赛。

FINNODE CHINA

FINNODE 中国

finnode.fi

FinNode China is a business and technology network designed to help Chinese companies and organizations to connect with partners in Finland. The FinNode China Network is very wide and includes 14 FinNode organizations offices in 5 cities. The FinNode China hub is located in Shanghai and other cities with FinNode member organizations are Beijing, Guangzhou, Shenzhen and Hong Kong.

FinNode 是芬兰创新机构的全球性网络，而 FinNode 中国旨在帮助中、芬企业和机构建立合作伙伴关系。FinNode 中国的网络覆盖面广，包括 5 个城市的 14 家 FinNode 办事处。FinNode 中国总办事处设在上海，另外四个设有 FinNode 中国办事处的城市为北京、广州、深圳和香港。

NORDIC CENTRE 北欧中心

nordiccentre.org

Nordic Centre, located in Fudan University, works as link between the students and faculty members of Nordic and Chinese universities. The Centre also organizes summer courses and other activities for its members.

北欧中心，坐落在复旦大学，提供中国会员与北欧会员间师生的联系。该中心还举办暑期课程和会员的其他活动。

CIMO 芬兰国际教育中心

cimo.fi

CIMO is responsible for the scholarship and plan of international exchange, as well as implementing EU education, training, culture and youth programs at national level. In addition, CIMO also publicizes and organizes international trainees program, promotes teaching of Finnish language and the spreading of Finnish culture abroad and arranges summer courses in Finnish and Finnish culture courses for international students.

CIMO，负责国际交流的奖学金和交流方案，负责实施欧盟国家级的教育、培训、文化和青年项目。此外，CIMO宣传和组织国际培训生项目，促进芬兰语的海外教学和文化传播，以及芬兰语和文化暑期课程。

WDC 2012 HELSINKI 赫尔辛基 2012 世界设计之都

wdc2012helsinki.fi

World Design Capital is chosen by the International Council of Societies of Industrial Design (ICSID). Helsinki was chosen as the World Design Capital for 2012. The previous design capitals were Turin (2008) and Seoul (2010). Helsinki's World Design Capital year 2012 will comprise a wide range of events and projects related to design and its manifestations.

世界设计之都由国际工业设计协会（ICSID）评选。芬兰赫尔辛基被选为 2012 年世界设计之都。之前的设计之都包括都灵（2008 年）、汉城（2010 年）。赫尔辛基的 2012 年世界设计之都项目将包括一系列相关的活动和设计及其表现形式的多项计划。

FINNISH BUSINESS COUNCIL IN SHANGHAI 芬兰上海商会

fbcsh.fi

Finnish Business Council Shanghai arranges the representatives of Finnish companies in Shanghai to participate in different events, visits and other activities for its members.

芬兰上海商务会组织在上海的各芬兰公司代表，定期举办会员间各种包括访问、交流等在内的活动。

09

VISITORS & EVENTS

September 5, 2013, Mr. Lu Yongxiang, Academician of Chinese Academy of Sciences, Academician of Chinese Academy of Engineering, former member of the CPC Central Committee, Vice Chairman of the National People's Congress visited Sino-Finnish Centre.

2013年9月5日，中国科学院院士、中国工程院院士、前中共中央委员、一届全国人大常委会副委员长路甬祥同志携中国机械工程学会等单位专家一行，参观了同济大学中芬中心。

August 26th, 2013, on the occasion of Mayor Yang Xiong visiting Aalto University, Tongji University signed Memorandum of Understanding with Aalto University on sustainable campus and innovation ecosystem development.

2013年8月26日，值杨雄市长访问阿尔托大学之际，我校与阿尔托大学就建设可持续校园及创新生态系统签署合作备忘录。



2012 / SEP

September 5th, 2012, Mr Thomas Loren Friedman visited Sino-Finnish Centre and opened a talk with Prof. Zhu Dajian from School of Economics and Management of Tongji University. He has won Pulitzer Prize for three times. His major works include "The World is Flat" and "Hot, Flat and Crowded".



2012年9月5日，三届普利策新闻奖获得者 Thomas Loren Friedman 访问中芬中心，并与同济大学经管学院教授褚大建展开对话。其主要著作有《世界是平的》、《世界又热又挤又挤》。

OCT



October 18th, 2012, Prof. Yrjö Sotamaa, the Executive Vice Director of Sino-Finnish Centre and Advisory Dean of College of Design and Innovation, was held in Sino-Finnish Centre. 2012年10月18日，同济大学中芬中心副主任、设计与创意学院顾问院长索达曼教授访问中芬中心。

December 11th, 2012, a farewell party for Prof. Yrjö Sotamaa, the Executive Vice Director of Sino-Finnish Centre and Advisory Dean of College of Design and Innovation, was held in Sino-Finnish Centre. 2012年12月11日，同济大学中芬中心副主任、设计与创意学院顾问院长索达曼教授离任欢送会在中芬中心举行。



November 5th, 2012, 12 representatives from Aalto University IR and Communications team took a visit to Sino-Finnish Centre. 2012年11月5日，芬兰阿尔托大学外事与宣传部门一行12人来访中芬中心。

NOV



2013 / JAN

January 14th, 2013, Harvard Business School Delegation visited Sino-Finnish Centre. 2013年1月14日，哈佛商学院代表团访问中芬中心。



January 15th, 2013, Mr. Pekka Soini, Director of TEKES (Finnish Funding Agency for Technology and Innovation) visited Sino-Finnish Centre. 2013年1月15日，芬兰技术创新局长 Pekka Soini 访问中芬中心。



January 25th, 2013, Mr. Pal Hatos, Director of Balassi Institute visited Sino-Finnish Centre. 2013年1月25日，匈牙利布达佩斯巴拉申学院院长 Pal Hatos 访问中芬中心。

JAN

January 29th, 2013, a student delegation from Stavanger University visited Sino-Finnish Centre. 2013年1月29日，挪威斯塔万格大学学生代表团来访。



FEB

February 27th, 2013, Foreign Affairs Office of Göteborg City visited Sino-Finnish Centre. 2013年2月27日，哥德堡市外办访问中芬中心。



March 2nd, 2013, Prof Wen Tiejun, Dean of School of Agronomics and Rural Development, the famous economist, expert of "Agriculture, Countryside and Farmer" issues visited Sino-Finnish and held a lecture "Eight Crisis: Real Experience in China" 2013年3月2日，中国人民大学农业与农村发展学院院长、著名经济学家、“三农”问题专家温铁军教授访问中芬中心，并举办题为“八次危机：中国的真实经验”的讲座。

MAR

March 6th, Mr. Yu Youqun, Vice President of East China Normal University visited Sino-Finnish Centre. 2013年3月6日，华东师范大学副校长任有群访问中芬中心。



March 18th, 2013, Mr Peter Varbrand, Vice President of Linköping University visited Sino-Finnish Centre. 2013年3月18日，瑞典林雪平大学副校长 Peter Varbrand 访问中芬中心。

MAR

March 7th, 2013, Ghent University Delegation from Belgium visited Sino-Finnish Centre. 2013年3月7日，比利时根特大学代表团访问中芬中心。



April 3rd, 2013, Mr. Owe Peterson, CEO of Plantagon International AB, visited Sino-Finnish Centre. 2013年4月3日，瑞典 Plantagon 集团总裁 Owe Peterson 访问中芬中心。

APR

MAY

May 16th, 2013, Ms. Wen Tiejun, Deputy Mayor of Shanghai Municipal visited Sino-Finnish Centre. 2013年5月16日，上海市副市长翁铁慧一行访问中芬中心。



May 23rd, 2013, delegation of TEKES (Finnish Funding Agency for Technology and Innovation) office in Silicon Valley visited Sino-Finnish Centre. 2013年5月23日，TEKES 硅谷办公室代表团访问中芬。

JUL

July 20th to 26th, 2013, The "Creativity, Innovation and Entrepreneurship" activity was held successfully in Sino-Finnish Centre. 2013年7月20日至26日，两岸四地创意、创新、创业活动在中芬中心举行。



TO BE CONTINUED

10

WORDS FROM



STUDENTS 学生



NIE YUHANG
聂玉涵

Tongji on Tracks 2013

The workshop freed my limited thinking, and let me dare to think, but also taught me some of the basic techniques. Thinking training, the building of friendship, the workshop appears to be significant for me. Thanks to this corporate workshop, I will not be confined to my own area of expertise, and I have the courage to try more different things.

这次工作坊让我打开了局限的思维，并且让我在敢想的同时，也给予了我一些基本的敢做的技术。思维的培训、友谊的创建使得这次工作坊于我而言意义非凡，感谢这一次的企业工作坊，让我不会再局限于自己的专业领域，让我有勇气去尝试更多不同的东西。



GAO XINYU
高心宇

Tongji on Tracks 2013

Still it's a long way to go, but such experience is hard to repeat. Six days and five nights on the train, sunrise on the Baltic Sea, everything is my irreplaceable memories. If available, I will attend Tongji On Tracks for sure next year.

人生漫长，但是这样的经历却无法重复，六天五夜的火车，波罗的海的日出，每一样都是不可替代的回忆。如果有机会，明年的移动课堂一定要等我来参加。



ZHANG BINGYU
张冰玉

Tongji on Tracks 2013

Body or mind, there must be at least one on the road. If the on-campus learning is a boundary of body, but the travel of soul, then the 18-day study tour in Europe is a both physical and mental journey. We saw the wider world, but also one's inner true desire.

身体和心总有一个在路上，如果在校园里的学习是身体的束缚，心灵的旅行，那么在欧洲游学的18天是一次身心的旅行，看到了更广阔的世界，也看清了自己内心真实的渴望。



YU JIAYIN
于佳音

Tongji on Tracks 2013

In the three months, we elaborated on every detail, when seeing the final product model, I was very excited. Overall, participating in the "iWill Code" project is what I had never experienced before, and the crazy trial with others makes my life more complete before graduation.

在三个月的过程中，每个细节都是我们一点点推敲出来的，看到最终的产品模式，我非常兴奋。总体而言，参加“爱维码”项目是我从未体验过的经历，在毕业前能够跟大家疯狂一把，也算完整啦。



LIU XIAOLI
刘晓理

Tongji on Tracks 2013

In the corporate workshop, every student is able to participate in his/her most interested projects. Interest can ignite the enthusiasm of the participants, and everyone's enthusiasm can enhance cooperation, thus creating a satisfactory result. Via communication among students with different professions and business background and close contact with corporates, we learned from each other and rapidly grew up. I learned more knowledge, and achieved more self-worth of myself.

通过企业工作坊的形式，让每一位同学参与到最感兴趣的项目中。兴趣将参与者的热情点燃，大家的热情又让合作升温，最终创造出令大家满意的结果。在与不同专业的同学以及企业近距离交流的过程中，相互学习、迅速成长，我得到了更多的知识、也实现了自身更多的价值。



CHEN XIAOYU
陈潇雨

PDP

The course gave a good and proper view of process concerning a real product development project. We got familiar with collaborating with sponsor, creating ideas, selecting them, handling with finance, making tests and prototypes, and making final presentation. In the other hand, SFC could participate more in the process. School could for example provide a rough schedule or have some lectures about handling the process.

这个课程让我们充分了解一个真正的产品开发项目是如何进行的。我们熟悉了与赞助商合作、集思广益并筛选，筹措与合理使用资金、测试原型，以及项目的最终呈现。在另一方面，中芬中心在这个过程中其实可以参与更多。例如，学校可以举办一些如何进行流程管理与实施的讲座。



MATT
马霄

PDP

Product Development Project is an experience of learning, creating, problem solving and team working. It is rewarding and full of fun.

《产品开发项目》这门课程在给我带来学习经历的同时，也让我接触了创造力、解决问题和团队合作这些技能。这门课程物超所值并且过程中充满快乐。



DAVID SCHNEIDER
大卫 施奈德

IPDI

Very interesting and informative sequel of last semester's IPDI course and a great add-on to the courses of the Tongji. Since I am interested in innovation management, it was a precious opportunity to get deeper insight into that field of study.

在同济最后一学期的IPDI和附加课程内容丰富，而且非常有趣。因为我对创新管理非常感兴趣，所以这是一个让我能够更深入了解该领域研究的宝贵机会。



ZHENG LEI
郑雷

DIAN Racing

DIAN Racing is more than a course or workshop, and I should say it taught me how to grow out of nothing. DIAN Racing was born in Sino-Finnish Centre, and at the very beginning, it was only because of Godert's crazy idea and a group of non-engineering students that made this team established. I was brought into the team one semester later. After learning about the situation of the team, I was so surprised that a racecar manufacturing team should not have very many engineering background members! That was why we went to Jiading to grab some "experts" and came across many interesting stories.

Now, as we know, DIAN Racing team officially belongs to School of Automotive Studies. Though many team members in technical division felt grateful for it, I was somehow sad about this. To me, I should say that SFC helps a lot for our project, and it works really like an incubator where different disciplines could meet and generate chemical reaction. Just before Chinese New Year Festival of 2013, DIAN Racing held its annual meeting in SFC. When hosting our sponsors and discussing with our teammates, I felt really like at home.

In the coming semester, DIAN Racing will still be a course of SFC and we will invite more friends to join us and make it much stronger!

DIAN Racing不仅仅是一门课程，抑或一个workshop，它教会我们的是如何从无到有来完成一个项目。DIAN Racing是在中芬中心孵化出来的，最初，仅仅是外籍老师Godert的一个想法和一群毫无工程专业知识的学生们，用自己的热情搭建起来的车队。而我则是在车队成立的一个学期之后加入的。当我了解了车队的状况之后，很惊讶于一支制造赛车车队竟没有几个像样的工程师！后来也便有了去嘉定抓“壮丁”和其他很多的故事。

现在，DIAN Racing车队正式归属于汽车学院，我在默默接受的同时，多少还是会有些伤感。技术部很多同学都非常感谢汽车学院的支持，但是作为一个经常会来中芬的人，才能感受到中芬给与DIAN Racing的帮助。中芬真的是一个孵化器，是一个有让不同学科在一起产生化学反应的神奇魔力的地方，这也是我喜欢这里的原因。2013年的新年之前，DIAN Racing在中芬举办了自己的年会，邀请了一些赞助商，还是很成功的，当时我就觉得中芬是DIAN Racing的家。新的学期，DIAN Racing依然会在中芬开设课程，会邀请更多的朋友加入进来，让这支车队真正地成长起来！



MERI VAINIO
美里

Aalto Exchange Student

In SFC, I've learnt:

How to co-operate with Chinese and international students from multiple disciplines.

How to plan and coordinate a full year project, schedule and prioritize.

How to ask for official Chinese fapiao with university name. learned that any ticket or bill is not enough to get your money back.

Sending text messages to prototype manufacturer.

Use Epox glue, grow some plants.

Learned to use innovation tools, idea generation, selection and development.

And will always remember that there are at least three railway stations in Shanghai.

+Many other things.

在中芬中心，我学会了如何与来自不同学科的中国学生及国际学生进行合作；如何对一整年的项目计划、优先级进行规划和协调；如何索要带有“同济”抬头的项目发票，也理解了不是任意票据或收据都可以用来报销等等。

项目进行过程中，我还接触到了一些操作问题，如与原型制造商沟通、使用环氧胶、种植植被、如何使用创新工具、创新想法的产生、选择和开发。

我还得一直提醒自己时刻记着，上海可有三个火车站！当然，还有很多很多要注意的地方！

**ZHANG KE****张可***PDP*

A lecture in 2012 made me fall in love with Sino-Finnish Centre at first sight. Its Nordic style, large and compact space, handsome boys and beautiful girls, all impressed me so much! At that time, as a new comer in Tongji University, I was totally fascinated head over heels by such a fresh existing just behind my dormitory. Product Development Project finally gave me the opportunity to truly enter SFC. In this course, I experienced the process of growing out of nothing in order to fulfill the custom made requirement of our consumer. At beginning, I met Maddlin, a girl from Sweden, due to our common choice of Metso Project. However, it was Metso who brought us so many surprises after all! From several girls working together to joining together with several Finnish boys, it did not take long, from uneasy PD6 for design to confident display of prototyping, from knowing nothing of industrial design to final presentation in Finland, we learnt a lot. In SFC, teacher is not really like a teacher, and student becomes the master of himself. It was every learning process, every argument, every email, every brainstorming and even every get-together during the course finally made us who we are and gave birth to the product. The whole year to me is just like an exploration, to see what else can I do except for my major. Luckily, I found SFC where everything turned to be easy!

对中芬中心的一见倾心始于2012年的一场讲座。北欧风格，够大够简洁，小伙子身材板正，洋妞儿腰细腿长。彼时作为同济大学的一名新人，我被宿舍楼后这样一个清新的存在迷得神魂颠倒。直到参加2012秋天的PDP开放课程，我真正走进了中芬。在PDP课程中，经历了一个符合客户订制要求的工业产品从无到有的过程。课程伊始，我们结识了来自瑞典的女程序员玛德琳，因为在日本松下、BIOLAN和美卓造纸的赞助商中，我们都选择了冷门的美卓。我们并不知道，恰恰是美卓，带给我们最多的惊喜。转眼之间，我们从几个工科女的单打独斗，加入到与众芬兰工科男的合作，从忐忑的PD6六小时设计，进化到自信的展示产品原型，从对工业设计的一无所知，拓展到远赴芬兰美卓的汇报。在中芬，老师不像老师，学生才是自己的老师。是课程中的每一次学习每一个争论每一封邮件每一场头脑风暴乃至每一轮热闹的聚餐，使我们成为我们，产品成为产品。这一年，好像是自己对自己专业的放逐，偷偷地摸索自己于专业之外，还能干些什么。幸运的是，中芬让一切都变得简单。

TEACHERS 老师



JOEY LEE
李崇德

Assistant Professor, Columbia University, America
助理教授，哥伦比亚大学，美国

SFC is a vibrant place full of ideas, creativity and passion. The moment you walk in, you can tell that something is special here. Unique spaces and colorful furniture are supportive of community and collaboration. It also has friendly, dedicated staff and a talented, diverse student body, photographs and posters that highlight wonderful creations and a dynamic environment.

As a visiting professor from Columbia University with a cross-cultural perspective, it is very exciting to contribute to the SFC. This semester I had the privilege of teaching a course at SFC on designing games for real-world impact. Students impressed me with their creative solutions, including games to educate and raise awareness about violence and bullying, disaster management, drug addiction, food safety, and even games for the blind. As we live in a world of complex, systemic problems like climate change, food security, and poverty, a design mindset becomes increasingly important. As I watch students design and create interactive experiences to address these kinds of real-world problems, I grow increasingly optimistic that anyone can change the world. We can design toward a better future.

中芬中心被各种想法、创意和热情所包裹，是一个充满生机和活力的地方。你一走进来，就能够感受到它的不一样。独特的空间设计、多彩的家具装饰促进了沟通与合作；它拥有友好专注的工作人员、才情洋溢的多样化学生组成；同时还有各种照片和海报，突出其奇妙的创意和活泼的环境。

作为来自哥伦比亚大学、具备跨文化观点的客座教授，我对在中芬中心授课感到非常兴奋。这学期，我有幸在中芬教授游戏设计课程，即设计游戏以解决真实世界存在的问题。这里的学生们非常出色，他们的创造性解决方案，包括教育并提高对暴力、恃强凌弱问题、灾难管理、毒品、食品安全、甚至是盲人等的意识，都给我非常深刻的印象。正因为我们生活的世界有着各种复杂、系统性的问题，如气候变化、食品安全、贫困等，设计思维才显得日益重要。当我看着学生们设计、创造交互体验来解决这类真实存在的问题时，我变得乐观了，我觉得任何一个人，只要他想，就可以改变世界。我们可以设计出人类更好的未来。

**MATTI NOJONEN****马迪***Researcher, Aalto University, Finland*

研究员, 阿尔托大学, 芬兰

In recent years I have been conducting a comparative research on the regional development models of China. I have been particularly interested in studying and comparing the Zhejiang and Jiangsu development models, both neighbouring the dynamic Shanghai. The widely held assumption in the Western world and scholars has been that Chinese economic development model and even business practices and culture are similar all across China. In my research I am challenging this prevailing depiction. The spatial nature of Chinese economic development and deep-rooted regional cultures has produced heterogenic institutional practices and business behaviour in China. In my research I have been working on the field in both Zhejiang and Jiangsu provinces and been collaborating with number of scholars in Shanghai Academy of Social Sciences, specialists and practitioners Zhejiang and Jiangsu provinces. I have also provided specialist lectures on my fieldwork findings for the foreign business community in Shanghai and visiting MBA courses of Fudan University.

All I can say is that China is truly amazing and fascinating place!

近年来,我一直从事中国区域发展模式的比较研究,尤其对学习和比较浙江和江苏这两个毗邻活力上海的省份的发展模式感兴趣。整个西方世界和学者普遍认为,中国的经济发展模式甚至是商业惯例和文化在整个中国都是相似的。而在我的研究里,我对该主流说法提出了质疑。中国经济发展和根深蒂固的区域文化所具有的空间特质为其创造了异质的制度实践和商业行为。在研究过程中,我一直关注浙江、江苏两省,也与上海社科院的数位学者及浙江、江苏两省的多名专家、从业人员进行合作。同时,我还为上海的外商协会和复旦大学MBA访问课程开设了我所研究领域的专业讲座。

我所要说的就是中国的确是个神奇而迷人的国度!

**TIAN HUA****田华***Instructor of Tongji on Tracks 2013*

2013 同济大学创新移动课堂指导教师

It's a great honor that I could be the instructor of the "User-based DIY Mode Belle APP Design" project. This projected lasted for three month, and thanks to cooperation and efferos of students from different universities and majors, we offered a gorgeous result combining innovation and technology. I also benefited a lot from the cooperation with SFC, she offered a platform for us to learn and communicate that we could explore the future with more peers and students. "How far a person can reach depends on who's going along with him", I wish that more and more students and companies can join in SFC and there will be more results bursting from SFC.

此次能作为“女鞋的舒适性研究及概念鞋设计”课题组的指导老师倍感荣幸,历时三个月,经过来自不同院校、不同专业学生的努力和合作我们为企业交了份满意的答卷,实现了创意与技术的结合,过程愉悦。首次与中芬的合作也受益匪浅,她为我们搭建了一个交流学习的平台,能和更多的同行、学生、朋友探索未知、创想未来。“一个人能走多远,看他与谁同行”,希望能多的学生、企业加入中芬,也期待中芬能有更多精彩的成果。

COMPANIES 企业



YAO WEI

姚威

Zhendu Inc.
真度文化

SFC In My Eyes:

I still remember the first day I came to visit the SFC and was shocked by its creative and cozy elevator. More surprises came afterwards as I walked in: shining colors, open space, courses and seminars from different fields and participants from all over the world. This space is more than an ivory tower for creativity and innovation. The best part of the SFC is openness. The combination of engineering, design and business turns the SFC into a platform that summons the best brain in these fields. What's more, people who gathered at the SFC come from different cultural backgrounds. The international communications provides the perfect channel for innovations.

我眼中的中芬：

我现在依然记得第一次进入中芬中心被它的电梯所震撼，而接下来的创意惊喜接踵而至：鲜艳明快的风格，开放包容的空间，不同领域的课程，不同肤色和年龄的参与者——这些无一不让我更加喜欢中芬，我在一个充满想象的地方工作。

中芬中心最好的地方我认为是兼容并包。以工程、设计和商业三者结合的模式让中芬汇集了这三个领域最优秀的、最有创意的人才。我在这里能够与他们从不同的维度进行探讨。更进一步说，由于中芬不仅汇集的是不同领域的人，而这些人又来自不同文化，因此这样丰富的碰撞能够真正形成火花。



SHEN ZHENHAO

沈臻灏

Guangdong Solid State Lighting Industry Innovation Center Shanghai Office Chief Representative
广东省半导体照明设计联合创新中心 上海办事处 首席代表

Sino-Finnish Centre is an open platform. Designers, inventors, businesses and students from different culture backgrounds share their ideas, inspiration, and hatch ideas, realize dreams. Working in SFC increases the communication between us and other companies and also improves the efficiency and creativity of our work. All these innovative lectures and design activities are very impressive as well. I hope that SFC could do better in the new semester, focusing on creative hotspot, gathering creative talent, promoting creative development, popularizing creative ideas and becoming international creative height !

中芬中心是一个开放的平台，在这个跨越文化与国界的平台上，来自五湖四海的设计师、发明家、企业、学生乃至公众交流思想、启发灵感、孵化创意、见证成果。在中芬中心开放、自由的环境中办公，增加了我们与周围企业的沟通与交流，有效提高了我们工作的效率和创造性。中芬中心组织的各种创意论坛与设计交流活动也给人留下深刻印象。希望中芬中心在新的学年中继续发挥平台的优势，聚焦创意热点、集聚创意人才、推动创意发展、普及创意理念，早日成为国际创意高地。

**SHI YIN****施胤**

Tongji Institute of Art and Design Innovation
上海同济天地创意设计有限公司

As a designer participated in the designing of SFC and worked here, improved the field, I really think it's quite a special and meaningful experience. To me, from the co-operation with designer Esmi of Aalto Design Factory, this experience is no longer just a job, but kind of devoting to SFC and deep connection with this place.

We create multi-level, open-space form, and create a friendly, relaxed, happy and passionate work and learning atmosphere. We hope to offer diverse and relaxed space for spontaneous communication, interaction and creation, provide excellent spatial experience for users to motivate their proactive emotions and thinking into various events and activities. We hope that everyone will love SFC and enjoy learning, communicating and creating, participating in the changing and growing of SFC. We believe that SFC will give everyone the biggest harvest and happiest interactive experience!

作为设计师之一，经历中芬中心最初的概念方案、设计深化、现场实施，以至亲身的空间使用和持续的空间调整、改造优化全过程，确实是一场非常特殊和有意义的项目体验。对我个人而言，从一、二期空间营造时与阿尔托设计工厂的优秀设计师 Esmi愉快的并肩合作开始，这个项目就已经不仅仅是专业的投入了，对于整个中芬平台已经是一种深入的情感投入与体验。我们创造多层次、开放的空间形态，同时营造亲切、轻松、快乐而富有激情的工作、学习氛围。希望以多元、轻松的空间组织为自发的交流、互动、合作创造更多可能，用生动的空间体验激发使用者以更积极、主动的情绪和活跃的思维投入到各类事件与活动中。我们希望每一位使用者都会喜欢她、爱上她，享受学习、交流与创造，参与她的不断成长与变化，她也一定会给予每一个人最大的收获和最快乐的交互体验！

**CHARLES W. M. CHAN****陈永明**

Executive Director, Shui On Land Ltd.
瑞安房地产发展有限公司执行董事

KIC and Tongji University are neighbors. KIC has developed close collaboration with Tongji, including the Sino-Finnish Centre (SFC). In November 2012, SFC brought CUMULUS "Design Inspires Humanism" LED Lighting Design Competition into KIC as one of the key events in KIC's Global Entrepreneur Week. This event not only introduced international design into the community, but also leveraged KIC as a great platform to introduce those products into the market. In April 2013, KIC was invited to take part in Tongji on Tracks, SFC's new interdisciplinary and intercultural education program. The task of the program was to design an APP for KIC. It attracted many students from different majors to participate. The APP will be launched in October 2013. In October 19th and 20th 2013, KIC will present the biggest Maker Carnival in Shanghai, and SFC will actively participate with innovative and creative projects. As a knowledge community which integrates "Campus, Tech Park and Community", KIC is dedicated on further cooperation with Tongji University and SFC, thus to enhance the vigor of the community.

创智天地与同济大学是不折不扣的“邻居”，其中与中芬中心的合作更是和同济大学合作中的重要部分。2012年11月，中芬中心将CUMULUS 国际设计展——“设计激励人文”LED照明设计引入全球创业周创智天地站，不仅将国际设计作品引入园区，同时也借助创智天地的平台优势将作品推向市场。2013年4月，创智天地受邀参加了中芬中心特有的跨学科、跨文化的新型教育实践课程——创新移动课堂，创智天地APP设计作为创新课题，吸引了不同学科的同学参与，最后做出了令人满意的创智天地APP。该APP将在2013年10月启用。2013年10月19-20日创智天地将举办沪上最大型的创客嘉年华，中芬中心也将带着各种奇思妙想的作品参与到其中。作为“校区、社区、园区”三区融合的知识社区，创智天地非常高兴与同济大学这个邻居一起，用充满创意的设计文化让社区充满活力。

SFC STAFF REPRESENTATIVE 员工代表



WANG DANNI
王丹妮

Project Manager
项目经理

I remember, the first time I came to Sino-Finnish Centre was for attending a lecture, sitting with students on the ground of the stage made me feel like being a student again, so pure and wonderful.

The second time I came to Sino-Finnish Centre, I was going to become a member of this big family. At the beginning, I was overwhelmed by the whole new environment, however, Wu a yi' smile comforted my troubled heart.

The third time I came to Sino-Finnish Centre with a bunch of dreams and wish to find my true self in this fantastic zone.

A year have passed, I still hold my believes, because of the people and things here.

I always want to recommend Sino-Finnish Centre to my friends, for those people who are tired in their work or life path, just come and feel the difference.

第一次来到中芬中心，是为了听一场讲座，和一堆学生在stage里席地而坐让我重又找回了学生时代的感觉，纯粹而美好。

第二次来到中芬中心，我即将成为这里的一员，伍阿姨的笑容让我忐忑的心顿时踏实了许多。

第三次来到中芬中心，我怀揣着一肚子的梦想，希望可以在这个奇幻的空间里找回真实的自我。

一年以后，我仍旧心怀美好的梦想，因为这里的人，这里的事。

我总想把中芬中心推荐给身边的朋友，那些在工作和人生路上走得有些疲倦的人们，有空来坐坐吧。

SFC Community Lunch 中芬大锅饭

“SFC Community Lunch” is originated from the concept “2 Euro brunch” of Aalto Design Factory, once a week, DIY.

Sino-Finnish Centre is a big family. Besides the energetic staff members, here gathered the different groups, designers, Geeks and thinkers... So SFC Community Lunch comes!

On Friday, lunch time, different theme of dishes, sharing working experience, getting new information... If you happen to be there, welcome to join us!

中芬大锅饭的概念源于阿尔托大学设计工厂的“2 Euro brunch”，每周一次，大家自己动手丰衣足食。

中芬是个大家庭，除了活力四射的staff成员之外，还聚集着不同的族群，设计师、Geeks、思考者……所以，就有了中芬大锅饭！

周五中午，不同的主题菜式，分享各自的工作心得，了解最新资讯。

如果哪天您恰巧碰上我们开饭，也欢迎来蹭！



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PUBLICITY

Many medias including Jiefang Daily, Youth Daily, Oriental Education Times, Darmstädter Echo of Germany have reported Tongji on Tracks 2013.

包括《解放日报》、《青年报》、《东方教育时报》、德国《达姆施塔特之声》等在内的多家媒体对 2013 年同济大学创新移动课堂进行了报道。





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COMING SOON



Sino-finnish centre is planning to establish a lab named Laboratory of Critical Sci-art Practice. The lab is based on the interdisciplinary platform of Sino-finnish centre, working closely with College of design and innovation and regarding the leading multidisciplinary educational background of Tongji University as the basis. The lab is trying to Integrate resources inside and outside the university to form a research and innovation centre for artist, designer and scientist and become a catalyst for innovation and creative industries. The lab is initiated by Professor Lou Yongqi and he also serves as honorary director and academic advisor, the research facilitator Guo Cheng of Sino- Finnish centre serves as director.

Projects under preparation

Research project: research of bio-signal transmission approaches and their impact to group behavior.

Application project: interactive installation design for the Sino- Finnish centre.

中芬中心正在筹备艺术与科学批判实践实验室，这是一个艺术与科学相结合的研究型实验室。它基于中芬中心的跨学科交流平台，与设计创意学院紧密合作，并以同济大学全国领先的多学科教育背景为依托，整合利用校内院系间以及校外的研究机构硬件资源，在艺术家、设计师和科研工作者之间创建一个交叉学科和实验功能的交流、合作、创意中心，并成为创意产业创新的催化剂。该实验室由姜永琪教授发起并担任名誉主任及学术顾问，由中芬中心研究推进人郭城主持工作。

目前筹备中的项目

研究型项目：人体生物信号传输方式的研究和对群体行为的影响。

应用型项目：基于中芬中心的交互装置。

Initiating SFC Minor certificate awarded by both Tongji and Aalto in Sustainable Innovation and Entrepreneurship 启动创新、创业可持续领域的同济 - 阿尔托联合辅修专业人才培养

Finalizing the implementation procedure of Aalto-Tongji Visiting Scholar Program (ATVSP)

最终完善同济 - 阿尔托访问学者项目执行方案

Planning next Staff Exchange/Study Trip

规划和促进两校员工交流和培训

Preparing Aalto Day in Tongji (including students, teachers, alumni offices, career/company event)

筹备在同济举办阿尔托大学日

In October 2013, International Design Factory Week in Shanghai

2013 年 10 月，在上海举办国际设计工厂周

In November 2013, the first International Symposium on Pedagogical Research in Tongji co-hosted by Aalto and Tongji

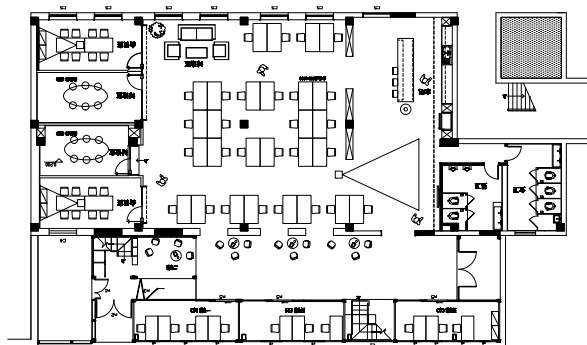
2013 年 11 月，同济与阿尔托联合主办第一届教学法研究研讨会。

Tongji on Tracks 2014 will recruit students next spring and the journey will start in the autumn.

2014 同济大学创新移动课堂学生团队招募将于 2014 年春季启动，移动课堂将于 2014 年秋季再次启程。

Tongji Entrepreneurship Valley will contribute to the Tongji (shanghai)-Aalto (Espoo) - Stanford (Palo Alto) "University-City" international innovation knowledge circle.

同济创业谷的建成将促进同济（上海）- 阿尔托（埃斯波）- 斯坦福（帕拉奥托）的“大学 - 城市”国际创新知识圈筹建。



East@West Tongji Design in Helsinki Design Museum(2013.10.4-2013.11.3).

“东·西”同济设计预告展在赫尔辛基设计博物馆（2013 年 10 月 4 日 - 2013 年 11 月 3 日）。

TONGJI ENTREPRENEURSHIP VALLEY 同济创业谷

“

From promoting design thinking to interdisciplinary innovation education and research, building up global entrepreneurship ecosystem, each step SFC took is following the leading edge of world higher education reform.

从推广设计思维（Design-Thinking），到跨学科创新教学和研究，到全球创业生态圈营造，中芬中心的每一步都走在世界高等教育改革的前列。

— Prof. Lou Yongqi, SFC Executive Vice Director
娄永琪 教授 中芬中心副主任

“创业不是创办企业，而是创办事业。”

“创业谷聚焦并服务于同济创新人才培养。”

“创业谷促进一二课堂联动，促进实践教育向创新创业教育提升。”

“政府有产业需要布局可以对接创业谷，企业有难题需要攻关可以委托创业谷。”

“以创新为基础的创业和以创业为导向的创新更广覆盖。”

“创业谷打造的是一片土壤、一个温床，一种造血机制。”

“打造创业谷成为“产品是人才的创新企业”。”

“培养学生勇于担当、敢于冒险、锐意进取、宽容失败的创新创业素质与精神。”

“建设从大学校区到科技园区的“最后一公里工程”。”



Innovation

*

Entrepreneur

*

Creativity

*

创新 创业 创意



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谢谢!



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