参赛报名表

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 渭南市临渭区银色浪漫设计大赛 | | | | |
| 选择赛道 | * 赛道一: 适老空间设计改造 * 赛道二: 老年银发产品设计 √ * 赛道三: 老年运营IP 招募 | | | |
| 作品名称 | 元气礼物 | | | |
| 团队负责人 | 姓名 | 联系电话 | 邮箱 | 单位/学校 |
| 郝笑冉 | 15862536610 | 525994049  @qq.com | 苏州大学  应届毕业生 |
| 团队成员 | 无 |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| 参赛作品思路（200-500字）  1.老年人喜欢积攒包装袋及包装盒，我们应该尊重老年人节俭的生活方式，通过设计来让渭南这一系列有机农产品包装更具收集价值、重复使用价值和环保价值，也让银发生活更加便捷——实用性、适老性  2.老年人也可以精致的、元气的、浪漫的生活，将“元气满满”的有机农产品包装作为载体，融入到老年人的日常生活中，送给他们一份元气礼物，让生活多点元气——情感化  3.葡萄、核桃、猕猴桃等有机农产品作为主要设计元素，结合渭南传统手工艺土布元素，增加文化识别与地域特色，打造独具特色的渭南银发康养有机城市IP——差异性  4.渭南元气满满系列有机农产品设计呈现多样化创意形态，且包装易于落地实施，最大化促进渭南成为银发友好康养产品聚集地，更有利于走出本土，传播渭南特色，带动银发经济——易落地传播  5.土布具有文化识别性，易于牵动老年人的文化情感，将土布以物质形态融入日常生活中，对传统的保护和传承起到重要作用——文化性 | | | | |

Application Form

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Silver Romance Design Competition in Linwei District, Weinan**   * **space, product, and service design for the elderly** | | | | |
| Select the track | * The first track: Design and renovation of space aimed at better meeting the needs of the elderly * The second track: Product design for the elderly √ * The third track: Recruitment of old-age IP operation | | | |
| Name of the work | Lively Gift | | | |
| Personal Information  (if in group, information of all the group members) | Name | Mobile number | Email address | Occupation |
| HaoXiaoran | 15862536610 | 525994049  @qq.com | Soochow University |
| None |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Brief introduction of the work:（200 – 500 words）：  1. The elderly like to accumulate packaging bags and boxes. We should respect the frugal lifestyle of the elderly  2. The elderly can also live a delicate, energetic and romantic life. The packaging of organic agricultural products full of "energetic" can be used as a carrier and integrated into the daily life of the elderly, so as to give them a gift of "energetic" and make their lives more energetic -- emotional  3. As the main design elements, organic agricultural products such as grapes, walnuts and kiwi fruit are combined with the elements of traditional handicraft homescloth of Weinan to increase cultural identification and regional characteristics, so as to create a unique Organic city IP of Weinan Silver Hair and health care -- difference  4. The design of Weinan Gengman series of organic agricultural products presents diversified creative forms, and the packaging is easy to be implemented, so as to maximize the promotion of Weinan as a gathering place for silver-hair friendly health care products, which is more conducive to going out of the local, spreading Weinan characteristics, and driving the silver-hair economy -- easy to be spread  5. Homescloth is culturally identifiable and easy to affect the cultural emotions of the elderly. Integrating homescloth into daily life in material form plays an important role in the protection and inheritance of traditions -- cultural | | | | |