参赛报名表

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| 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 | 临渭十二时辰 | | | |
| 团队负责人 | 姓名 | 联系电话 | 邮箱 | 单位/学校 |
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| 参赛作品思路（200-500字）  本作品从田茂村及周边的资源优势——花卉种植出发，针对老年化趋势下中医药健康养老的市场需求与政策支持，提出了以“十二时辰养生法”为主题的全天候研学式疗养活动。活动策划包含了十二时辰健康作息表、中医药科学知识讲堂、药膳药皂制作、花艺学习以及药浴理疗等养生活动。在学习科学养生的同时，参与特色手工学习，增加与他人的交流的机会，并满足老年人实现自我价值的需求，从身心两方面帮助老年人健康生活。在空间层面提出功能分区与活动落位，充分利用田茂村开发建设空间（展示厅、花田、村落合院等）开展活动。最后对整体活动的运营管理进行分析，提出营销模式与未来收益，以期最大发挥“临渭十二时辰”的品牌效应，带动地区发展。 | | | | |

Application Form

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| **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 | 12 hours in Linwei | | | |
| Personal Information  (if in group, information of all the group members) | Name | Mobile number | Email address | Occupation |
| Lin Mu | 18746014208 | linzai84@163.com | Tongji University |
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| Brief introduction of the work:（200 – 500 words）：  Based on the resource advantage of Tianmao village and its surrounding areas, flower planting, and in view of the market demand and policy support of traditional Chinese medicine health care under the aging trend, this work puts forward an all-weather research type recuperation activity with the theme of "twelve hour health preservation method". The activity planning includes 12 hours healthy work and rest table, lectures on scientific knowledge of traditional Chinese medicine, medicinal diet and soap making, flower art learning, medicinal bath and physical therapy. At the same time of learning scientific health preservation, we should participate in characteristic manual learning, increase the opportunity of communication with others, meet the needs of the elderly to realize their self-worth, and help the elderly live a healthy life from both physical and mental aspects. At the spatial level, functional zoning and activity location are proposed, and Tianmao village development and construction space (exhibition hall, flower field, village courtyard, etc.) are fully utilized to carry out activities. Finally, it analyzes the operation and management of the whole activity, and puts forward the marketing mode and future income, so as to give full play to the brand effect of " Twelve hours in Linwei" and drive the regional development. | | | | |