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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
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| 作品名称 | “福寿家族”系列IP形象设计 |
| 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）本设计以“福寿安康”为主打IP概念，将其拆分为幸福、长寿、平安、健康四个IP形象，并以此与老年人的爱好、渭南的地域特色相结合，打造出系列针对“银发族”的文创体系。 设计选取渭南著名地点“长寿塬”作为溯源，从长寿塬流传的诗句中提取龙、凤凰两个形象，并结合长寿得道的代表“仙鹤”以及新生代幸运的代名词“锦鲤”，四个IP形象组合形成渭南特色银发文创形象“福寿家族”。“福寿家族”是一个家族文创，家对于老年人而言十分重要，而一个福寿的家族，更能得到老年人的喜爱。此系列文创不仅代表了幸福长寿的美好寓意，也象征着家庭美满。在“福寿家族”中，龙和凤凰作为家族起源，是老年阶段的象征，仙鹤为中年阶段的代表，而锦鲤为新生代代表。各个年龄阶段相互结合，组成福寿家族，寓意美好。 本设计通过首创家族文创系列，将中国的“家”文化与渭南地区的地域文化相结合，得到具有渭南特色的老年文创。并以渭南福寿家族为名号，面向全社会进行银发产品文创推广。给老年文创产品带来更多的可能性与可变性。 |

Application Form

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| **Silver Romance Design Competition in Linwei District, Weinan*** **space, product, and service design for the elderly**
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| 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
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| Name of the work | Series IP image design of“The Happy and [longevous](http://www.youdao.com/w/eng/longevous/%22%20%5Cl%20%22keyfrom%3Ddict.basic.syno) Family” |
| Personal Information(if in group, information of all the group members) | Name | Mobile number | Email address | Occupation |
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| Brief introduction of the work:（200 – 500 words）：This design is based on the IP concept of Longevity and health, which is divided into four IP images of happiness, longevity, safety and health, and this with the elderly's love of Weinan regional characteristics, to create a series of cultural and creative system for “the silver-haired people”.The famous place of Weinan, the Longshou tableland, was selected as the source of the design. Two images of the dragon and the phoenix were extracted from the poetry circulating in the longshou tableland, and the four IP images were combined to form the cultural and creative image of Weinan, namely the "The Happy and [longevous](http://www.youdao.com/w/eng/longevous/%22%20%5Cl%20%22keyfrom%3Ddict.basic.syno) Family", a representative of longevity and virtue, and "koi", a synonym for luck in the new generation. "The Happy and [longevous](http://www.youdao.com/w/eng/longevous/%22%20%5Cl%20%22keyfrom%3Ddict.basic.syno) Family" is a family literary creation, family is very important to the elderly, and a The Happy and [longevous](http://www.youdao.com/w/eng/longevous/%22%20%5Cl%20%22keyfrom%3Ddict.basic.syno) Family, the elderly can be more love. This series not only represents the good moral of happiness and longevity, but also symbolizes a happy family. In the "The Happy and [longevous](http://www.youdao.com/w/eng/longevous/%22%20%5Cl%20%22keyfrom%3Ddict.basic.syno) Family", the dragon and the phoenix, as the origin of the family, are the symbols of the old age, the crane is the representative of the middle age, and the koi is the representative of the new age. Each age stage combines mutually, the composition longevity family, implied meaning is good.This design through the first family cultural creation series, the Combination of China's "family" culture and the regional culture of Weinan region, with Weinan characteristics of the elderly cultural creation. And to Weinan Fushou family name, facing the whole society for silver products cultural creation promotion. It brings more possibilities and variability to the elderly cultural and creative products. |