

<<自行车>>

图书基本信息

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内容概要

本书介绍来自同济大学设计创意学院工业设计系、丹麦Kolding设计学院和德国Folkwang大学的合作项目——世博自行车联合设计。

这本书凝结着大家的智慧与心血，蕴含着合作的力量、坚持的力量、创新的力量，它不仅仅展现了编者的设计成果，更是所有参与本次项目的中、丹、德三国师生友谊与创造的见证。

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章节摘录

The main concept for this project is to create a wayfinding system for Expo 2010 that is based on intuition and feeling. To achieve this goal we have worked with a concept based on light, color, direction and distance. These parameters are combined in a way that makes it easy for the user to orientate in a big unknown area. There are two physical elements in this system. The first are waypoints, which are surrounded by a map on the ground. These waypoints can be seen from far away, so the user never gets the feeling of being lost. The second physical element are the bikes riding around the area. These bikes are equipped with lines of light in the frame, these lights provide the user and other Expo visitors with information about directions and distances, by switching their color and the length of the light within the lines.

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