

YANG
DESIGN

源自NASCAR赛车材料Tegris的酷玩背包
Tegris Backpack by YANG DESIGN



来自赛车的材料 Material from the car

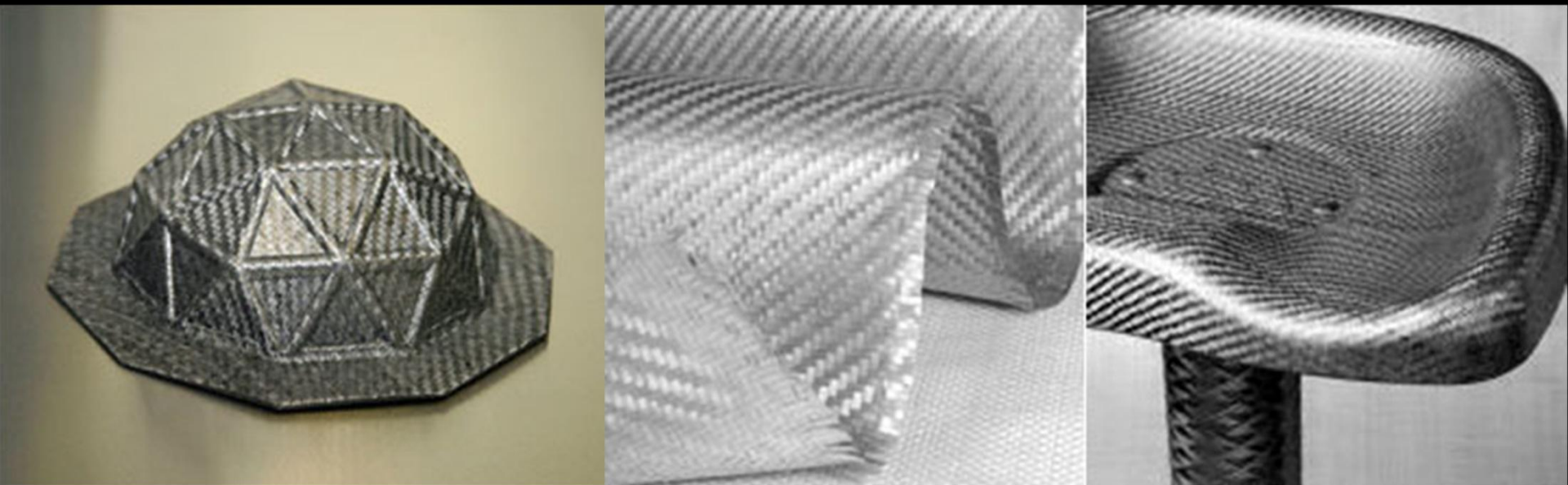
Tegris是常见于 NASCAR 赛车上的一种材料，拥有最高级别的耐磨性，也是美国的顶级国际商旅箱包品牌TUMI引以为豪的材料创新。

Tegris is a material that is common to NASCAR racing car and with the highest level of wear resistance. It is also the innovation material which is proud of TUMI



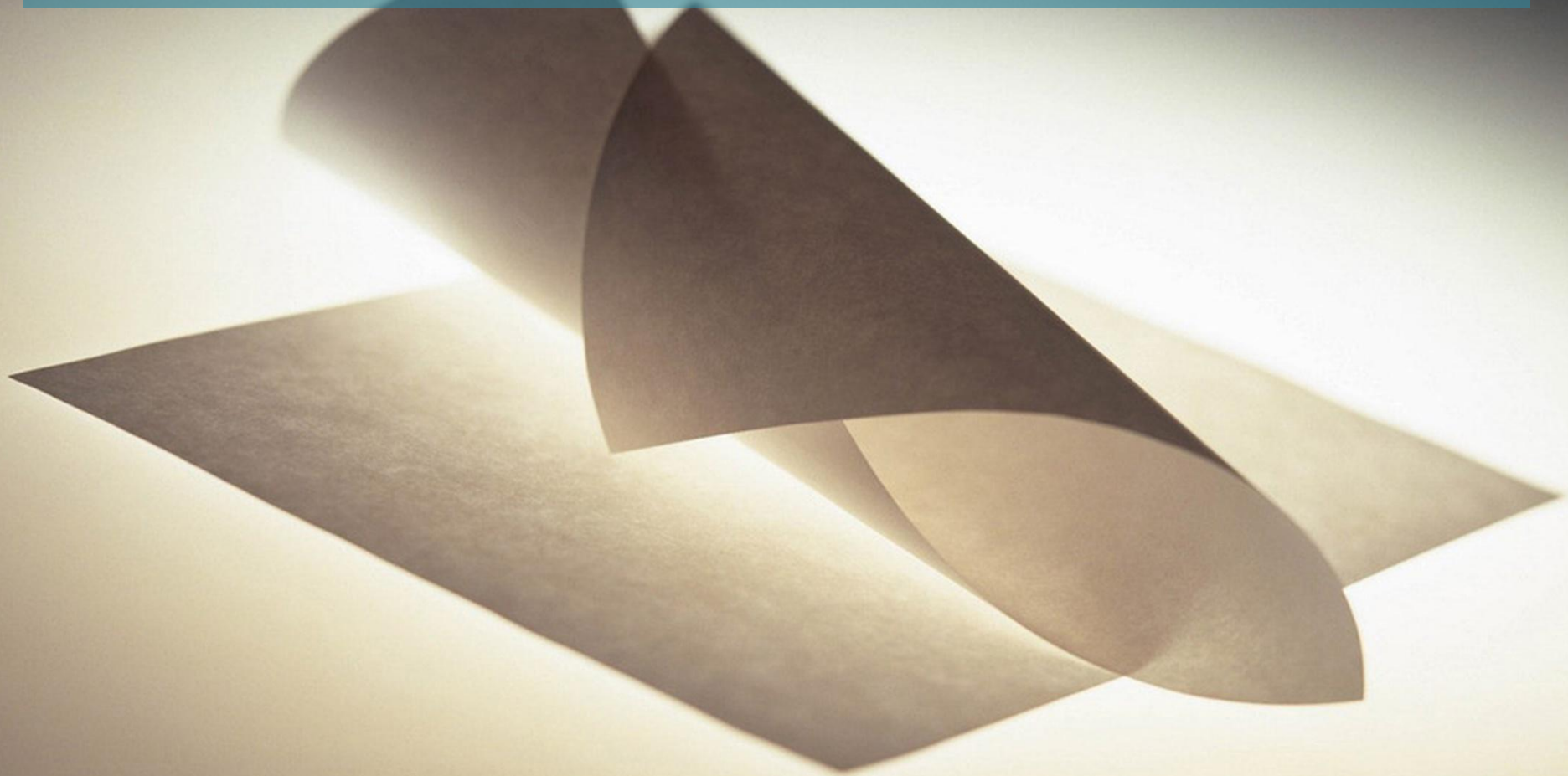
材料特性 material characteristics

Tegris材料除了抗冲击性强，坚硬且十分轻便，拥有最高级别的耐磨性的特点外，而且其塑形能力强。
impact resistance, hard but very light, with the highest level of wear resistance and it is simple to moulding



独特弯曲造型 Unique bending shape

配合Tegris超强的塑性能力，背包用简单的弯曲手法来造型，创造出一种其他材料没法替代的视觉效果。
Backpack with simple bending technique to model, to create a kind of visual effect and other material can't replace.





流线型贝壳状圆筒结构 Streamline shell structure



流线型贝壳状圆筒结构 Streamline shell structure

YANG DESIGN重新思索如何运用常见于NASCAR赛车上的Tegris材料，进一步发挥它外形坚硬并富有弹性的材料特性，从而打造出拥有出众抗冲击力，同时具备完美性能的包款。它呈流线型贝壳状的圆筒结构能够有效的保护包内的物品。与传统硬壳背包相比，又具备了足够的弹性伸缩空间优势。

YANG DESIGN rethinks on Tegris to create a perfect flexible backpack. The cylindrical structure of streamlined shell can effectively protects the goods inside. Compared with the traditional hard shell backpack, it has the advantage of flexible space.

专属顶部入口 Exclusive entrance at the top

笔记本、文件夹、外套等大件物品由上方的开口置入。

Notebook, folders, jackets and other large items can be accessed from the top opening.





隐形小物件存储区 Hidden small object storage compartments

背部内部分隔成不同的功能区块。正面纵向壳体边缘隐藏着两个小型储存空间，拉开拉链可放置钥匙、名片夹等小件物品，方便随时取用。

It is divided into different functional compartments. Two small storage space with hidden two small storage space are hidden inside the front edge of the case. Keys, business card holder and other small items are easily accessible at any time.

隐形小物件存储区 Hidden small object
storage compartments



背部细节：

对称和简洁的造型语言，完美地诠释了材料的特性。

Back details: Symmetrical and compact form language perfectly interprets the characteristics of the material

整体外观尺寸参考：

External dimension reference: 45 x 30 x 25 cm

材料：Tegris、防弹尼龙

Material: Tegris, bulletproof nylon



适合通勤及旅行 Suitable for commute and travel

无论是在拥挤的城市通勤，还是外出旅行，这款有弹性的硬壳背包都是一个不错的选择。

The elastic shell backpack is a good choice whether for commuting in a crowded city or for travel.



部分媒体报道 Media Report

2015-06-28

原創

上海VI设计-PS CC 2015来啦! 逆天新功
上海包装设计-不要版权, 只要创意, 上
上海VI设计-唯爱与体验不可辜负-100.0
上海VI设计-【2015MIIC】黄泽平: 卡萨

上海画册设计-TUMI x 杨明洁: 一款源自 NASCAR 赛车材料 Tegriss

时间:2015-06-29 14:00 来源:未知

子木设计专为企业提供上海logo设计,上海画册设计,上海包装设计,上海VI设计,上海UI设计,上海网页设计,上海设计外包,上海美工外包,设计外包,平面设计服务,网站设计外包,网页设计外包,企业宣传设计,原创手绘插画,公关活动策划,商业空间导视,电商自媒体宣传设计等品牌塑造服务。我们不断思考、总结设计中的核心要点,希望能将最好的设计交给客户。

源自 NASCAR 赛车材料 Tegriss 的酷玩背包

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设计师简介 Designer's profile

杨明洁，著名设计师、收藏家、YANG DESIGN创始人，在浙大与中国美院完成七年学业后，获德国WK基金会全额奖学金赴德留学，获工业设计硕士后，任职于慕尼黑西门子设计总部。囊括了包括德国红点奖、iF、日本G-mark、美国IDEA、亚洲最具影响力设计银奖在内的八十多项设计大奖，其作品展出于全球各大设计展与博物馆。

2005年创办YANG DESIGN，迄今已发展成为中国最具前瞻思维的设计顾问公司。2013年杨明洁投资创办的中国首家私人工业设计博物馆在上海落成，其收藏的近千件优良产品展示工业设计的发展史。2015年杨明洁创建品牌——新手工艺，致力于中国传统手工艺的再设计与复兴。

融合了德意志逻辑美学与中国人文思考的设计理念，也使得杨明洁成为了包括波音、奥迪、Poltrona Frau、飞利浦、斯沃琪、Gaggenau、绿色和平、壹基金等众多国际顶尖品牌与公益组织的合作伙伴。从眼镜箱包到飞机内舱，从家居产品到空间展示的多个领域均有精彩作品呈现。如为意大利知名品牌所设计的T-BOX家居系统在米兰展主场馆发布，为百年历史的皇家雪兰莪设计的“知竹常乐”茶具系列获得了中国第一夫人的赞赏，而为壹基金所设计的系列项目则体现了他作为设计师所承担的一种社会责任。

Jamy Yang

Famous designer, collector, founder of YANG DESIGN

Jamy Yang has received master degree of industrial design from Germany with full scholarship of WK Foundation after 7-year study in Zhejiang University and China Academy of Art. He went on to design products for Siemens at their headquarters in Munich. It is his fusion of craftsmanship and innovation that has made Jamy one have achieved international recognition, winning over 80 local and international design awards including Red Dots, iF, G-mark, IDEA and DFA Silver. His pieces of work have been showing in renowned design exhibitions and museums worldwide. On returning to China in 2005, he founded YANG DESIGN which has been developed to leading design consultancy with forward-thinking based on local insights in China. In the year 2013, Jamy invested and founded YANG DESIGN MUSEUM which becomes China's first private industrial design museum. Jamy has been collecting thousands of inspirational items and good products and he houses them in his museum in a converted industrial building in Shanghai, cluing a long history of industrial design. In 2015, Jamy Yang starts his new product collection "New Crafts" as sub-brand, to contribute in redesigning and making Chinese traditional craftsmanship revival.

With a good combination of German logical aesthetic and Chinese humanistic thinking, Jamy has formed his own design philosophy and become good partner with renowned global brands and non-profit organizations including Boeing, Audi, Poltrona Frau, Philips, Swatch, Gaggenau as well as Green Peace, One Foundation etc. He has good pieces come out as diverse as glasses, suitcase, airplane cabin, home furniture and space design. Example: T-BOX multi-functional home system he designed for one Italian famous brand launched at main pavilion of Salone Milano; Serenity tea set he designed for the largest pewter boutique brand launched globally and appreciated by Chinese first lady Ms PengLi yuan; A series of projects working with One Foundation shows his belief for taking social responsibilities as a role of designer.





我们是谁 Who We Are

YANG DESIGN（杨设计顾问）为中国最具前瞻思维的设计顾问公司，也是中国首家囊括包括德国红点、iF、日本G-Mark、美国IDEA在内全球四大设计奖项的顾问机构，至今累计获得了八十多项设计大奖。

下设YANG DESIGN设计策略研究所、CMF与趋势研究实验室、用户体验与服务设计实验室、YZ品牌战略顾问机构、工业设计博物馆及新手工艺研究院等多个专业研究机构，总部位于上海，在瑞士、苏州设有分支机构。

YANG DESIGN提供以用户体验为中心的品牌战略、数字营销、设计策略、工业设计、信息交互、公共与服务设计等设计咨询业务，涉及领域包含智能家居、消费电子、交通工具、时尚快消、教育金融、建筑地产等行业，为全球众多领先品牌实现了创新的社会与商业价值。如绿色和平、壹基金、波音、奥迪、通用、西门子、三星、飞利浦、ABB、斯沃琪、杜邦、Herman Miller、施耐德、日立、英菲尼迪、联想、海尔、华为、万科、SOHO等。其中为波音所做的研究与服务设计提升了效率和体验；为万科设计的公共与服务系统助力智慧城市的创建；为壹基金所做的系列公益项目实现了创新的社会价值；为数个智能硬件团队所设计的产品项目获得了上千万美金的融资。



我们是谁 Who We Are

YANG DESIGN is a design consulting firm with forward thinking in China. It is also the very first Chinese winner of the top 4 international awards -- Red Dot, iF, G-Mark and IDEA, and has won more than 80 design awards in history.

It is equipped with YANG DESIGN STRATEGY INSTITUTE, CMF INNOVATION LAB, USER STUDY & SERVICE DESIGN LAB, YZ Brand strategy consultancy, Industrial Design Museum and Neo Handicraft Study Institute. YANG DESIGN has headquarter in Shanghai and branches in Switzerland and Suzhou. YANG DESIGN provides user experience-centered design consulting service of brand strategy, digital marketing, design strategy, industrial design, interaction, and public service design.

YANG DESIGN has been working on industries including smart home, consumer electronics, transportation, FMCG, education, finance and real estate industry. YANG DESIGN has helped renowned brands in China and abroad to increase business value and social impact, including Greenpeace, One Foundation, Boeing, Audi, GM, Siemens, ABB, Samsung, Philips, Swatch, DuPont, Herman Miller, Schneider, Hitachi, Infiniti, Lenovo, Haier, Huawei, Vanke, SOHO.

YANG DESIGN has provided research and service design for Boeing, assisted Vanke to build smart city, and designed products that helped numbers of smart hardware start-ups in capital raising. The projects for One Foundation has created great social impact by design innovation.



我们的合作伙伴 Our Partner

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交通工具
Autos, Transportation



快消、时尚及
运动休闲
FMCG, Sports & Fashion



地产
Real Estate



公益组织及公共机构
Community
Organization



家居、厨卫
及照明
Homeware, Lighting



YANG DESIGN 美国波音飞机内舱策略研究与设计

作为全球最大飞机制造商——美国波音公司的唯一选择合作的中国设计咨询机构，自2011年至今，YANG DESIGN为其完成了多个领域的研究与设计，为飞机内舱提供了多个创新设计方案，获得了美国波音总部的高度评价，并由此双方展开了长期的合作。

YANG DESIGN Boeing Airplane Interior Study & Design, 2011 till now:

As the only Chinese design consultancy for Boeing since 2011, YANG DESIGN has completed studies on Chinese consumer insight, user experience, trend study and brand identity, developed innovative interior design concepts, and the projects are highly-received by the American headquarter.



YANG DESIGN 标致508 E-BIKE智能单车

创新 508 E-BIKE 智能电动单车过程中，尝试在雄狮的形体线条中捕捉它所拥有的力量感，并将这种力量感完美的演绎到单车的设计当中。紧绷弓起的背部线条、蓄势待发的后腿、肌肉收缩的腹部，所有的线条汇聚形成了一种向前冲刺的力量感，由此组成了一辆颇具动感与力量的智能电动单车。

YANG DESIGN Peugeot 508 E-BIKE



YANG DESIGN TUMI 旅行的箱车

YANG DESIGN所设计的旅行的箱车正是尝试改变地面保障服务中的旅客分流、行李运输两个环节，提供更加个性化的可能。外配置动力马达并增加滑轮让行李箱成为乘客的个人座驾，比机场中的电梯和地勤电动车更加灵活。基于NFC近距离通讯技术，旅行箱自带RFID射频芯片，机场管理人员可监控乘客流量和测量行李重量，跟踪行李去向；乘客也可以接受航空公司和机场发出的航班提醒信息，并减少随身行李丢失。此外，旅行的箱车侧面有通用的充电插口，其蓄电池也能为乘客的手机、电脑等移动设备提供临时充电服务。

YANG DESIGN TUMI Travel Suitcase To-go

The Travel Suitcase To-go aims to bring a personal option for links of passenger distribution and luggage handling. The external motor helps passenger to steer with greater flexibility than existing lifts and electric vehicles on the ground. Based on NFC(Near Field Communication) technology, the suitcase is embedded with RFID chips, so that ground administration managers can monitor the flow of passenger, detect weight of the luggage and track the luggage. Passenger can receive notice from airlines and ground, and reduce the risk of losing hand luggage. Besides, the suitcase is equipped with charging socket, and the battery can provide temporary charging solution to passengers' mobile devices such as cellphone and laptops.





YANG DESIGN 德国奥迪双色太阳眼镜设计

2010YANG DESIGN为全球知名汽车品牌奥迪设计了全球第1款2合1眼镜设计。颠覆传统眼镜的创新框架结构，内设一片可上下旋转的“Y”字形鼻托，因而可整体180度翻转，适合正反两种佩戴方式。太阳眼镜分为上下两块镜片，分别利用两种不同颜色的涂层，以适合两种不同的天气，实现一种全新的用户体验：茶色镜片最适用于驾车时使用；镜面镀膜的水银镜片则更多地吸收与反射可见光，适合户外运动。该产品至今通过实体店和网络销售。

YANG DESIGN Audi Double Color Sunglass

In 2010, YANG DESIGN developed the 1st 2-in-1 eyewear in the world for Audi. Brown lens is for driving and silver lens for outdoor sports. Till now the product is sold online and in stores.



product
design
award

2010



GOOD DESIGN
AWARD 2010



THANKS!



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