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Open Heart
Design Action

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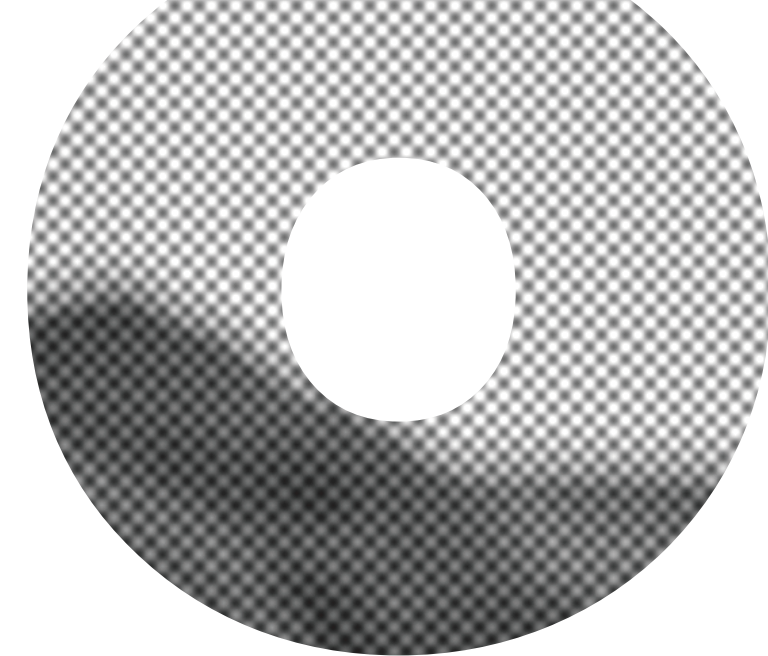
第 16
Open Heart
Design Action

从独立思考到协同实践
从设计探索到价值宣言
从创新厨房到文化聚落
从心智舞台到精神家园

design manifests culture

culture shapes value

value determines the future

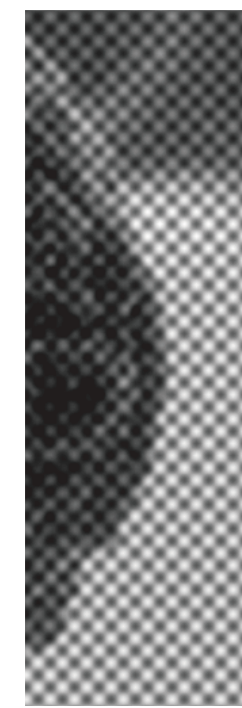
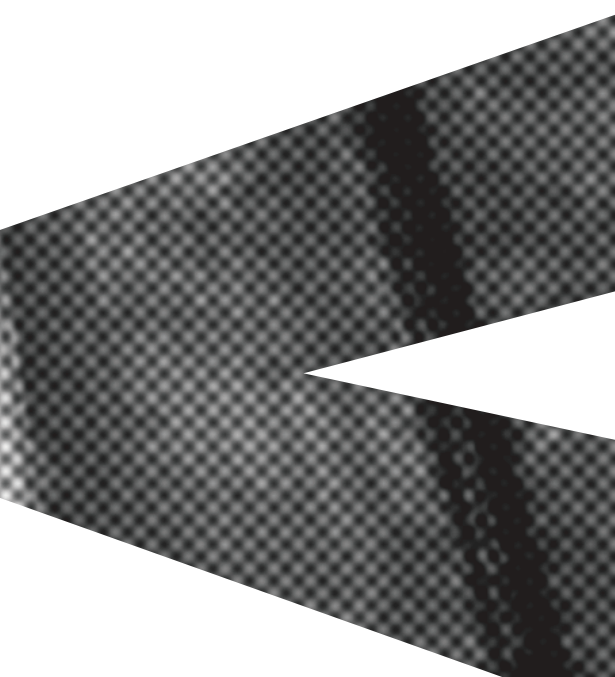


MOVEMENT

change of location, position, posture

being touched emotionally

a large number of people following a common objective



I AM WE

现代文化中个性成了最基本的价值存在。但是无处不在的因特网——这个让多样思维彼此相遇交织而成的灵感之网，它的生态逻辑更调整体场的交互性。多样共振产生的的共性现实往往呈现异曲同工之妙——表面有其看似各式各样的表达方式，实则里应而外合。心中势积蓄的创造性能量都有这样的共性——“向心性”，以从心出发的初心；汲取平衡东西古今的中道智慧；不断动势成就的创新态度，持续保证设计力量和设计需求之间的相互选择，从而相互启发滋养，动态成长。每个人都要走自己的路。足够多的同道彼此相遇，冲撞，粘合而成的“场”里，共同创造出心中势观念实验，也许可以合和为未来通途的一种可能。

**In the world of data, it seems that one must have a code.
Our code is simple:I am We.**

Who am I?

I care about the quality of my life enough to appreciate the reality that my life is interconnected with everyone and everything around me.

We are interconnected.

Between individual and community, human and nature, East and West, memory and inspiration, we choose the non-dual approach and see beauty in being part of the whole.

Let's walk THE PATH together.





立意开创中西创意设计与文化传承同生共创的心时代，心中势致力于结合传统东方生命观和自然之道文化元素与创意文化及商业无缝对接。通过召集创意实践者及意见领袖紧密联结为多元智库平台；推动促成课题专项创新实验室；完成从研究到可行性计划，直至高效落地高品质执行的一体化创新服务。

Given the sheer amount of ready access of information and ever-changing complex tasks, demands for understanding the value of renaissance teams and cross-boundary collaborations like never before. Renaissance collaborations breaking through closed- circle barriers see the challenges through multiple lenses and increase opportunity of developing in process, ideation and delivery with greater accessibility to talents and resources. Our global cross-sector network enable us to build teams and collaborations efficiently to provide:

智社
库计
ODHA
ADVISORY

CULTURAL COMMUNITY BUILDING

文化解码



1. Bespoke, multidisciplinary design service provides early-stage design support, review and training to meet the specific needs of requesting partner.
2. Design Management Support throughout the early pre-application planning process.
3. Strategic specialist expertise to engage local authority officers, elected members, developers, investors and key stakeholders in understanding the local planning policy.



心中势关乎文化、关乎设计、更关乎价值；

心中势关注传承、审度未来、更聚焦当下。

文化精英与设计力量；

以“共享、共生、共振”价值共识而集结，为解决中国当下社会生

活课题先行思考、

催化和行动的创意力量——我们称之为“心中势”。

场域营建

SPACE
&
EXPERIENCE
DESIGN



Create. Cultivate. Connect.

融会贯通

创意人邀请五行六艺师友，笑谈分享中西古今生活智慧。

音画思享

借鉴文人传统，先锋艺术家驻场即兴表演与深度谈心汇话结合的当代先锋雅集。

动势创新

寻找同频共振的创新能量，创想“因我而起，因我们而成”协作共创的未来可能。

ODHA HEARTTALK

一个现场讲演论谈与音乐艺术表演结合的全新现场艺术及直播视频互动活动

一个鼓励从心出发分享个人独特创作观点、经历及体验的人文精神意见部落。

一个以跨界跨文化合作及交流为目标的人才及资源整合教育传播平台。



So many bright ideas of community & envisioned plans of a creative entrepreneurial venture at a sketch, prototype or planning stage deserve a bigger audience and more supportive feedback. heARTTALK features selected talents and projects incubated in OHDA CAMPLAB to present their visions and practices in front of a group of experts, advisors, general public and media, so to bond a diverse community to support the long ride of a creative venture.

Inclusion of insight, healing sound, aroma, and human touch, heARTTALK, a co-learning experiential program shared by OHDA welcomes diverse forms of expression harmonized in the universal spirit of creativity, to co-create an expanded understanding of applications of design in a transversed realm that evokes awareness from the materialized to the visionary.



INSPIRE TO EMPOWER
谈心聚场
OPEN HEART TALK

创新孵化



Design for future, now!

基于独立思考原则而呈现的个性创意和设计表现，无论如何众样纷呈，终归有其心源基因密码——我们称之为“心中势”。跨越古今中西，展现探讨“技”——设计无限的创新可能时，论述循序“道”——创作恒定的永续价值的大创意趋势——我们称之为“心中势”。

创新母体：全球意识和中国文脉延承并重的创新探索

设计原则：用少作多提纯创造永续未来价值

目标愿景：当代经典服务现实需求

挑设计
战计
OHDA
CAMPLAB

OHDA believes in designing a supportive ecosystem before design a business. We provide access to the people and practices that are key to specific project to share knowledge and develop consensus-based, market relevant innovation solution to China's urbanization and globalization challenges.

Requested by government departments, organizations & charity funders, OHDA Camplab works with architects, designers and research organizations to offer in-depth research, design support services, and public-reach support to raise awareness for mindful design and practice in China.

Camplab's intensive program involves both design talents and advisory support through our network to clarify visionary and practical goals of each assignment. The end goal of each program is always to present a comprehensive research and design solution to be tested and to be showcased in OHDA Annual Exhibition for future development.

从物质到精神，从表象到体验，从环境到个人，心中势理想及生活方式的孕育，形成，转化需要“我”——个体的美学素养，跨界思维，社会觉察，正念情绪的综合提升和和“我们”思想文化艺术技术无边的交流滋养。



横跨东西文化疆界，超越南北生活习俗，以兼融态度寻找理想生活状态的渴望，在新一代创意阶层中日趋明显。从断舍离到溯源国学，从绿色骑行到社区慈善，从联合办公到地球网络游牧……这个 24 / 7 虚拟联接、信息光速传播的时代，所有潮流、思维、意见都有机会即时交叉相遇，这样的条件前所未有地刺激着我们的学习能力、创造力和判断力。意识到不能以片断洞见现实、中国当下设计需要一种新的整体主义世界观，是心中势出现的时代契机。从心出发，将传统文脉和西方设计原理打散，变异，转移，重组；以综合、平衡、取中的整合态度追求更为符合东方逻辑的圆满感设计，是心中势探索的长期课题。





...
as an alchemical
approach for betterment.

That which generates the emotions which inspire design is not easy to understand, to describe, nor to quantify. One axiom is clear: creation flows from intention.

The world of ten thousand things is replete in its multiplicity. Designers thus face a surmountable moral dilemma: what is it that justifies us to design more? How can you make create and improve, instead of merely iterating?

There comes a time to each human soul when questions arise of the value of our activities, our achievements, and our intentions in the context of personal and planetary well-being. Such understanding often arises from the subtle reaches in the depths of persona. Open Heart Design Action(OHDA) is a collective exploration into these realms.

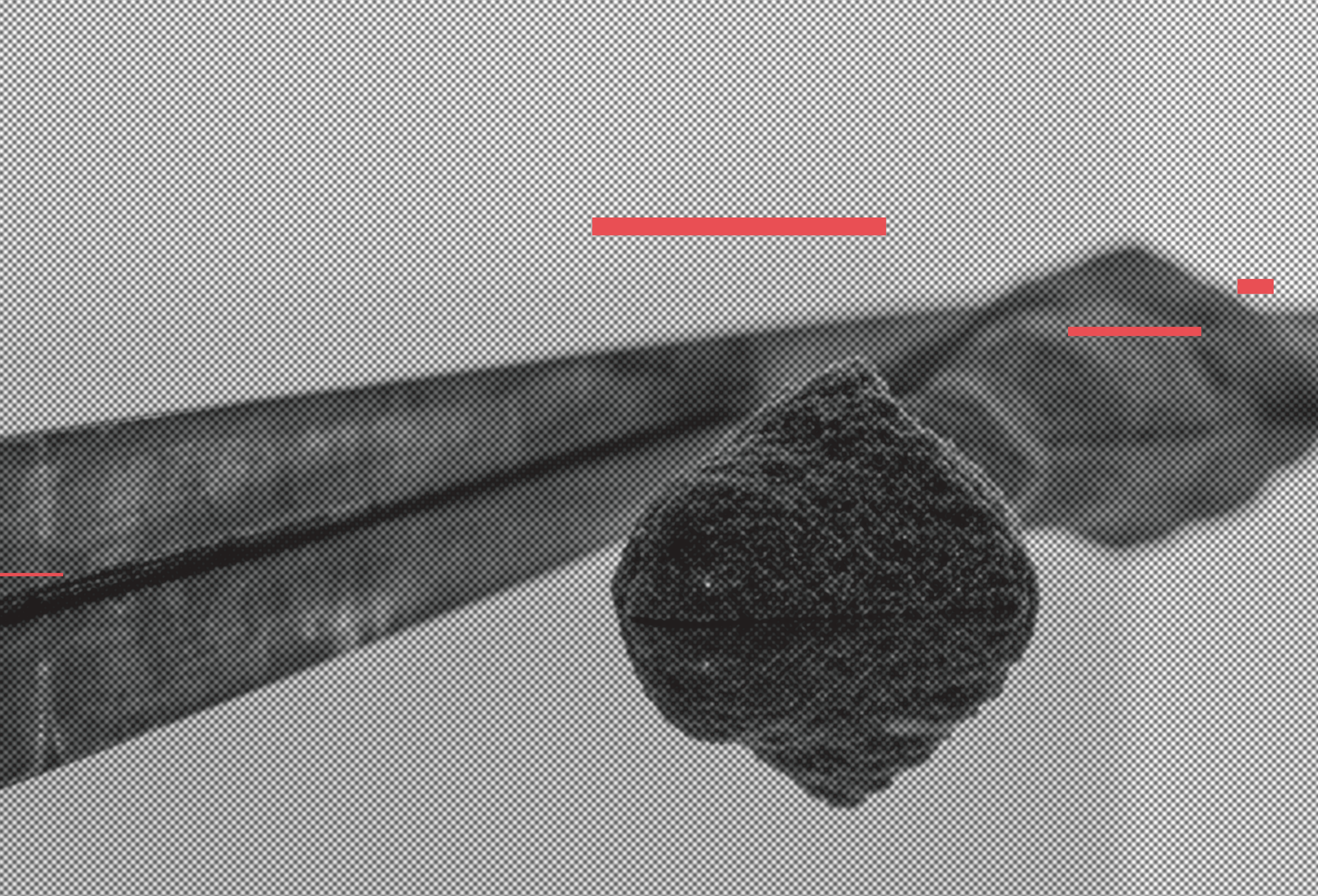


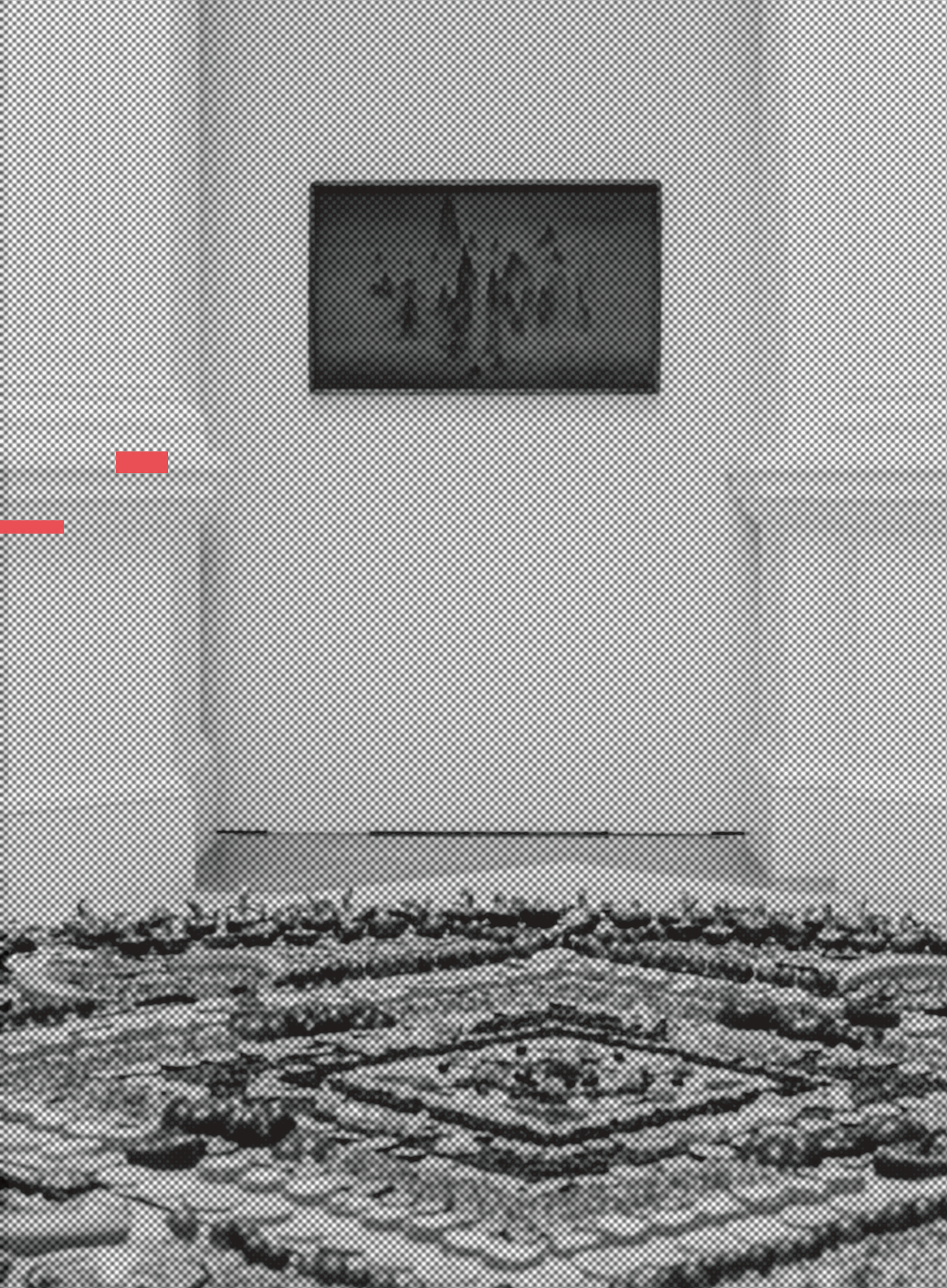
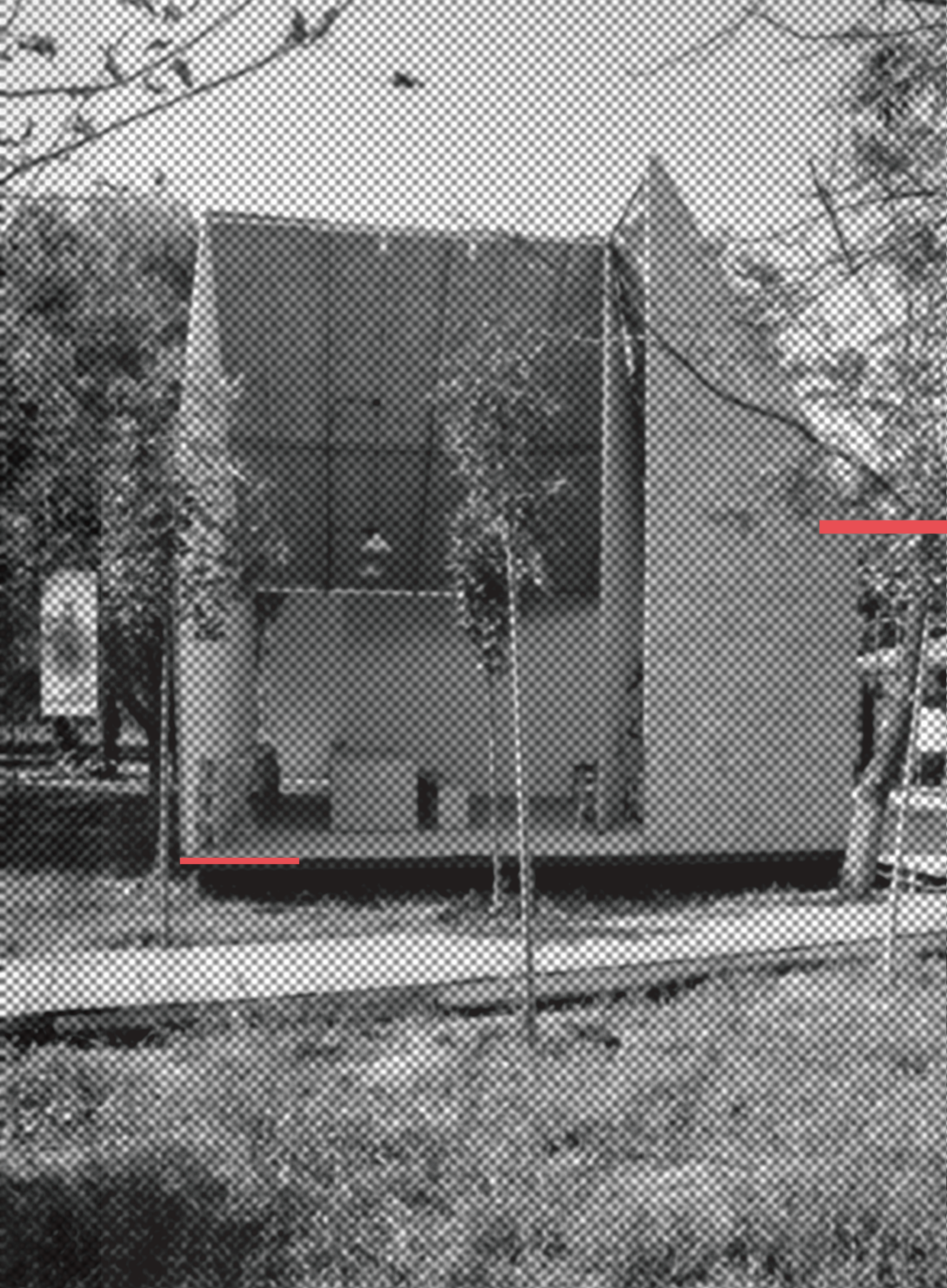
Much has been discussed about “design for China” in the age of “economic upliftment”, which naturally has an alluring effect on the global stage. Little has been done in the way of truly exploring the collective psyche behind the modern Chinese view of life. Even less has been done in design to frame the experiences that elucidate the traditional spirit of “creating for betterment in a harmonious relationship with all”.

True creative development demands an organic ecosystem rather a single genius idea or action. Open Heart Design Action stands for driving social progress through sustainable solutions by integrating global perspective, local know-how, and public awareness; thus meeting China’s up-to-date growth requirements. OHDA works with policy makers, industry leaders, and both public and private enterprises in China to identify the trends and needs within their field. OHDA brings together a multi-disciplinary creative tour de force of catalysts, creative minds, and thought leaders around the globe. A camp-lab for each assignment is curated together with each think-tank. This results in prototype options for requested partners to further develop for their specific market; often supervised by OHDA.









Mindful
Wave

OHDA15 THE MINDFUL WAVE

劝业场百年民国建筑里，心中势玄幻出一个浮游空间，探索文化和设计之间的“源”和“流”的关系。越来越多的中国人在物质盈余之后开始从传统文化中上溯寻找能让自己安身立命的精神力量。“世界万有本为无”的东方哲学观念，静 | 净 | 敬界的古典理想在当代物质极度丰富，选择日益庞杂的现实日常里如何提纯物化呈现？如何反思本源，设计精神空间回归一个新旧、物我、内外平衡结合的“我的存在原点”？10位个性迥异、年龄悬殊、经历及观点独特的设计师及创意人给出了个性戏剧化演绎。

— 妍玲

OHDA lunched during Beijing Design Week 2015 as a major part of the Dashilar Project, a neighborhood spearheading the urban renewal movement of Beijing. OHDA called for the “I AM WE” community design approach, and in so doing tapped into a deeper level of collaborative-design based on common values and human interaction.

“All creation is an inter-subjective human experience and inherently a dialogue with the universe. A creator does not know for whom she creates. The visitors face is invisible, and yet every piece displayed in the space represents a chance for contact and a hope for understanding.

I have come to believe that no single theoretical or practical model can contain the complexity of human reality & creation. For this reason, this show uses insights from many disciplines. Creators find references to philosophy, psychology, neurology, literature and spirituality; so too should viewers. What does the desire of creating, dreaming and speaking trigger in one? The question is universal.

Your curiosity leads the path to what this might generate; follow us further.”

- yanling



PROJECT REBORN

OHDA16

Back to Future

Requested by BEIJINGFUN City Renewal Project, OHDA called for Project Reborn 2016 to explore multiple innovative solutions for the problems facing many traditional brands in China: how to stay relevant in the younger generations consciousness and enter the future with appeal to the global audience. Crafting identity reinvention, international expansion strategies, and prototyping design for new product lines, OHDA worked closely with heritage brands. OHDA identifies design needs, creates briefs, invites experts and participants, and creates a holistic exhibition experience with engaging public programs.

尊重中国当代生活语境和生活需要；热衷反观自我文化身份又具备独立价值 & 世界观的设计师和创意人，其背后经历的思维模式深度转换过程，是心中势 16 年度设计挑战及大展真正关注的课题。心中势 2016 全新呈现了一批对自我文化身份明晰自信后，以兼容开放式创作返古立新的设计再造多样式尝试。



Back to Future

This Prototyping project investigated Chinese classical and folk arts, design, and craftsmanship with modern design thinking and practice. The collaborative efforts were participated by 10 design studios and 10 Laozihao, China's time-honored brands and results were showcased in OHDA annual exhibition in Beijing Design Week. The show won the honor of "the exhibition of the year". Two of the prototyping projects were commercialized and launched in May 2017.



秉承心中势“全球视野，文脉延承，当代精神”心中势设计原则被筛选入围的 10 个设计团队，进驻具有社交氛围 & 交流功能的心中势游击联合办公展区。通过持续 7 天的设计创新营发布样板成果，作为后续老字号持续更新落地实践的设计参考。

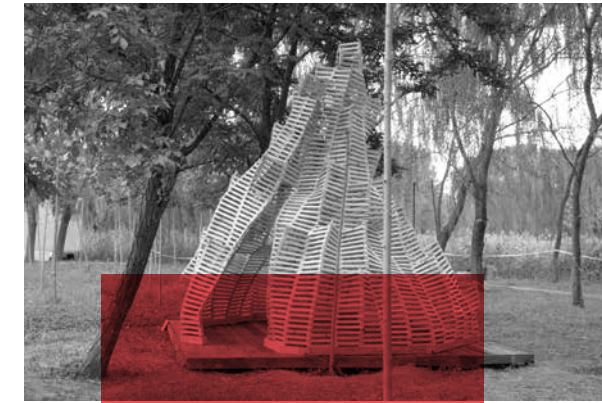


PROJECT REBORN



**“THERE IS NO
DOING IN THE
WORLD BEFORE
BEING
YOURSELF.”**

“原有本然之动静,自显于己,
而蕴含万理之总妙”



Design in alliance with the EARTH

OHDA17



Today, as the dominant culture is turning gradually towards healing, special places on earth are sensing a new possibility of alliance. There is an increasing need for an alternative interconnected system that looks very different from today's institutions.

It is more like an organic, decentralized network of programs; a distributed university, organizationally diverse, united by a common purpose. People spend a month here, a summer there, a week somewhere else, a year in another place, weaving them together into an ever expansive tapestry of life. Lifelong bonds are built along the way.

It takes courage for a person to follow such a path, precisely because it is the preparation for a world that does not yet exist. Paradoxically, it will never exist if we don't prepare for it. WHOLIS Fest, curated by OHDA, expressed an abiding desire for understanding this undercurrent of needs and building deeper relationships based on trust in our social fabric.

Entrusted by Helixidi BEIJING INTERNATIONAL CREATIVE TOWNSHIP land trust development group and Beijing Chaoyang District urban planning development, OHDA 2017 focused on discovering the brightest and most creative entrepreneurial ideas and incredible multi-disciplinary teams to join one of the most promising urban regeneration projects in Beijing.

无论是审美理想，还是消费选择，甚至是关系营建，基于自然与人为有机共同体的生命观，是绿色永续设计和野美漫活生活的内驱和根基。集结国内外高频觉知意识及生态大设计思考者和践行者，OHDA 主张尊重东方智慧中万物一体的共生共享机制基础上，探讨现代化生活社区建设机制与模型。

以“意识开启”为目标，围绕“妙法自然 Design with Nature”的生态设计主题，OHDA17 在一片原野湿地公园里导演了一场中正安舒的安静火人节——“WHOLIS 野美漫活节”。从身心平衡到地球命运，从自然农业到 AI 技术服务；从果汁素食排毒到道教食药同源养生；从金融模型到社区研究，OHDA17 具体而系统地呈现了一个创新群贤和设计英雄集合共创的未来城市生活社区实验场。为当下“特色小镇”建设热潮提供了一个独特的可视化社区生态建设样板。

LEARN. GROW. BOND.

创新业态 (社区)

集结营建追求自然与社会平衡关系, 催生开放创新共享关系, 探索永续经济型态的个人与机构, 展开创新业态研究, 以心中势年度示范展重要内容动态呈现。

内容设计 (展览)

以生态环保 / 共生创新 / 体验经济 3 大领域 9 大课题研究展示创新业态构件模型及内容。

建筑方案 (空间)

根据挑战课题空间载体为主要设计对象, 提供根据挑战课题创新需求, 利用环保木结构解决方案设计研究空间载体全案, 要求方案可现场装配, 可即时互动 可后续复制。



OHDA CAMP LAB 栖地共创暨上百场论坛演讲分享, 工作坊体验及创新创业营等活动在 2017 心中势年度大展 [妙法自然心中势创新社区生态生活互动展] 湿地公园展场举行。对于渴望国际视野创意灵感的城市创意先锋, 它像一个实时开课的创新学院; 对于心中势力 OHDA 成熟专业的设计聚落, 它象一年一度设计发声演练场; 对于关注践行生态自然生活方式的地球公民, 它更像一个养心养眼的“城市清凉地”户外生活体验样板。OHDA17 展览获得北京国际设计周年度最佳视觉呈现体验奖。



Imagine

When a field of potential

Meets an ideational seed

Expect

A latent possibility takes shape