



# 一个设计实验













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# 6个规则

# 规则一

活动参与者来自中国各地方区域

## 规则二

最终完成的作品对于活动参与者来说具有可识别性

## 规则三

活动参与者事先对于最终作品  
一无所知

## 规则四

项目全程仅使用本土平台及资源

## 规则五

项目进行期间每个阶段性任务都会被重新评估

规则六

**项目全程透明**

(除了不告知最终作品)



歡迎光臨  
Welcome







Wolke

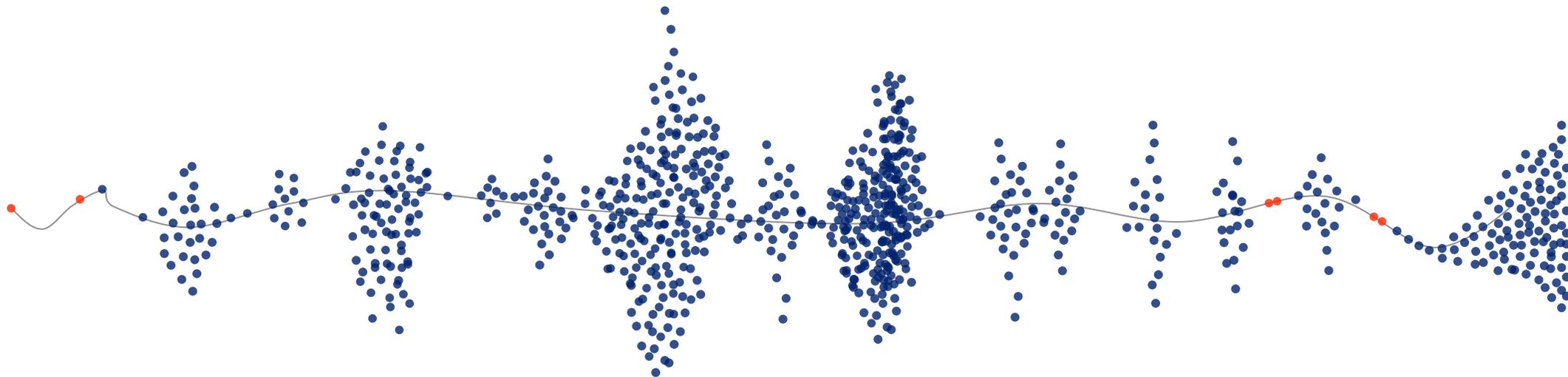


设计什么？



(使用来自中国各地的红色门垫完  
成巨幅中国国旗拼图)

# 实验过程





猪八戒



三打哈



调查派



图吧



淘宝



支付宝



银联



新浪博客



新浪微博



人人



QQ

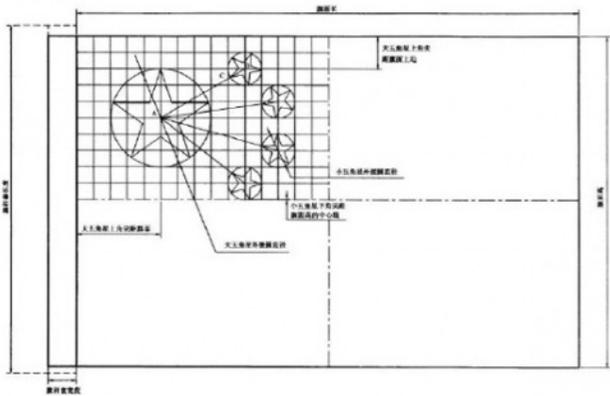


阿里旺旺

# 标准国旗图片制作任务

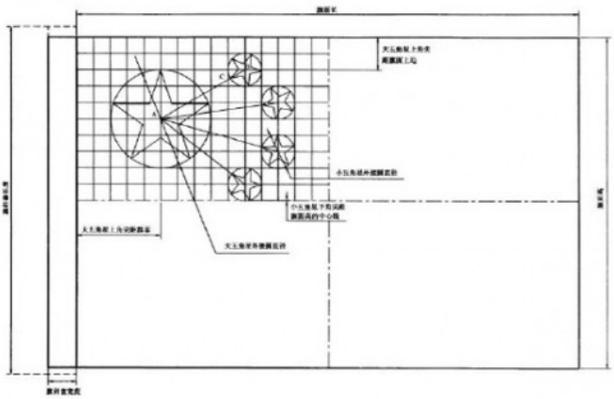


150元



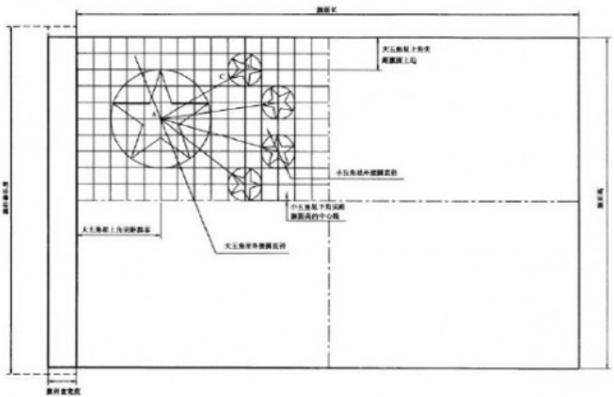
# GB 12982-2004

## 国旗—中华人民共和国 国家标准

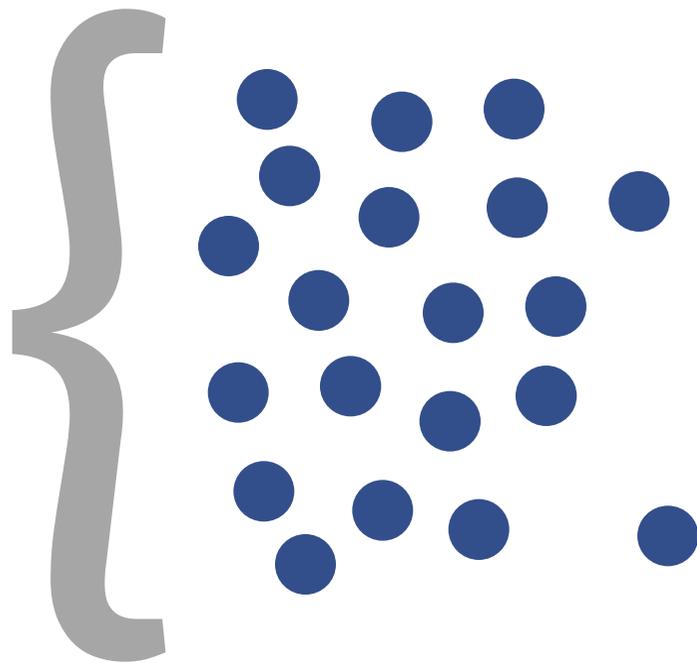


4元





+ 4元



“割一下手指看看血是  
什么颜色的”

# 切片数量任务



10?

100?

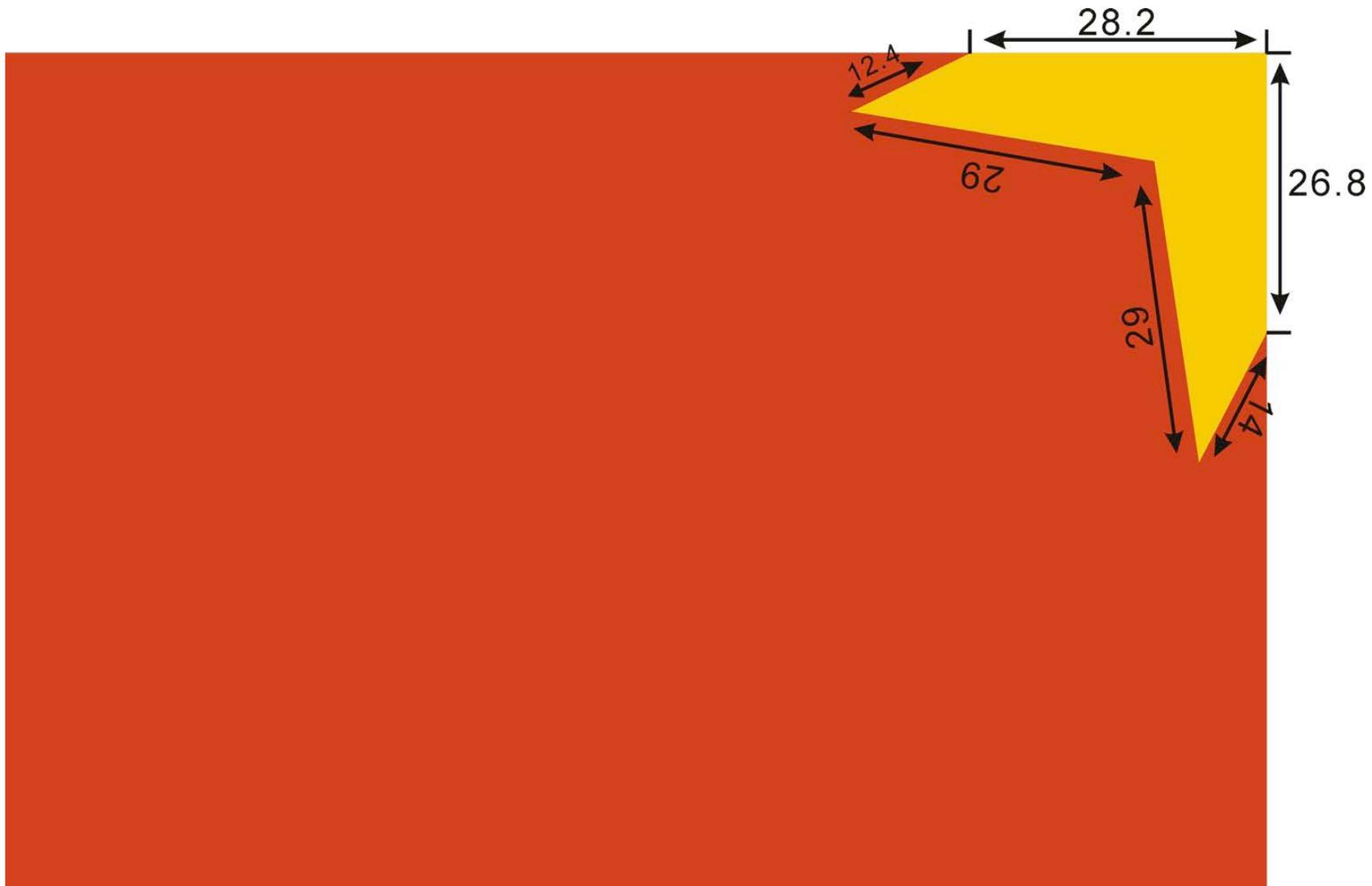
1,000?

1	2	3	4	5	6	7	8	9	10	
	005	089	029	064	063	035	031	054	006	079
11	12	13	14	15	16	17	18	19	20	
	078	085	017	083	037	092	065	060	096	033
21	22	23	24	25	26	27	28	29	30	
	066	038	077	042	024	050	061	003	099	070
31	32	33	34	35	36	37	38	39	40	
	020	049	009	051	027	018	002	040	023	057
41	42	43	44	45	46	47	48	49	50	
	036	062	048	094	052	068	028	090	080	091
51	52	53	54	55	56	57	58	59	60	
	001	095	034	088	039	025	022	016	069	026
61	62	63	64	65	66	67	68	69	70	
	043	076	045	056	044	087	046	084	071	013
71	72	73	74	75	76	77	78	79	80	
	073	014	053	07	075	047	086	081	010	100
81	82	83	84	85	86	87	88	89	90	
	058	074	098	012	067	019	015	041	072	055
91	92	93	94	95	96	97	98	99	100	
	011	020	082	093	021	059	032	008	004	097

$$86 + 14 = 100$$



淘宝网

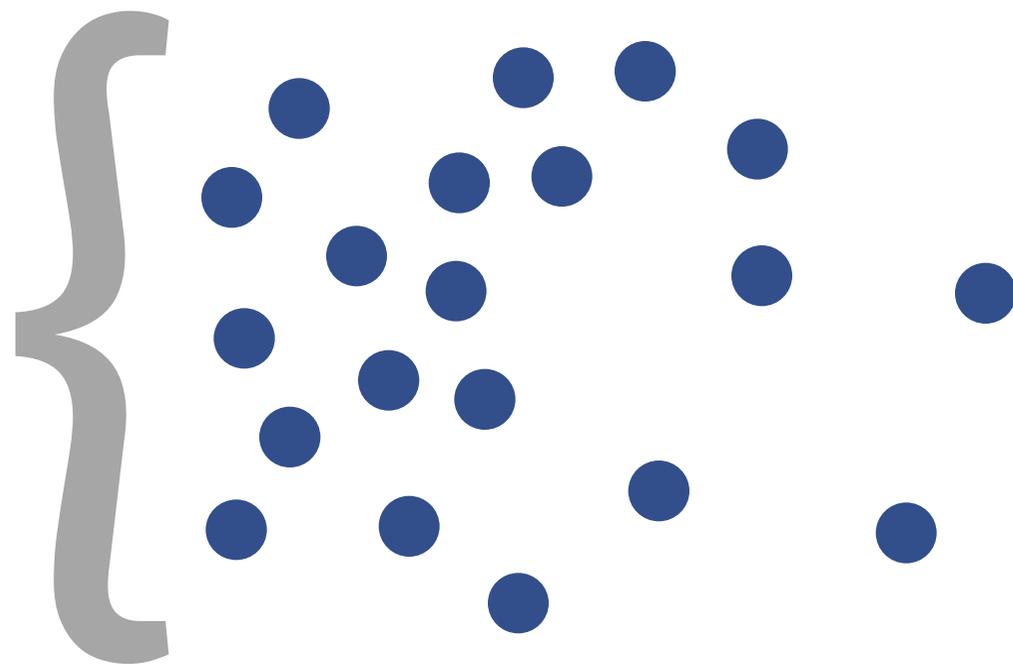


中国制造，选址100任务

“全中国”



“全中国”





# “全中国”

4 municipalities *e.g. Beijing, Tianjin*

5 ethnic autonomous regions *e.g. Inner Mongolia, Tibet*

23 provinces *e.g. Hei Long Jiang, Tai Wan*

2 special administrative regions *i.e. Hong Kong, Macao*



## 最能代表中国每省的城市或地区

请按照提示选择最能代表中国每个省的城镇

河北省 (请选4个) \*

- |                                 |   |                                 |                                |                                |
|---------------------------------|---|---------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> A. 石家庄 | <input type="checkbox"/> B. 唐山                      | <input type="checkbox"/> C. 秦皇岛 | <input type="checkbox"/> D. 邯郸 | <input type="checkbox"/> E. 邢台 |
| <input type="checkbox"/> F. 保定  | <input type="checkbox"/> G. 张家口                     | <input type="checkbox"/> H. 承德  | <input type="checkbox"/> I. 沧州 | <input type="checkbox"/> J. 廊坊 |
| <input type="checkbox"/> K. 衡水  | <input type="checkbox"/> L. 其他 <input type="text"/> |                                 |                                |                                |

山西省 (请选4个) \*

- |                                |   |                                |                                |                                |
|--------------------------------|---|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> A. 太原 | <input type="checkbox"/> B. 大同                      | <input type="checkbox"/> C. 朔州 | <input type="checkbox"/> D. 阳泉 | <input type="checkbox"/> E. 长治 |
| <input type="checkbox"/> F. 忻州 | <input type="checkbox"/> G. 吕梁                      | <input type="checkbox"/> H. 晋中 | <input type="checkbox"/> I. 临汾 | <input type="checkbox"/> J. 运城 |
| <input type="checkbox"/> K. 晋城 | <input type="checkbox"/> L. 其他 <input type="text"/> |                                |                                |                                |

辽宁省 (请选4个) \*

- |                                |                                |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> A. 沈阳 | <input type="checkbox"/> B. 大连 | <input type="checkbox"/> C. 鞍山 | <input type="checkbox"/> D. 抚顺 | <input type="checkbox"/> E. 本溪 |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|

选址100任务

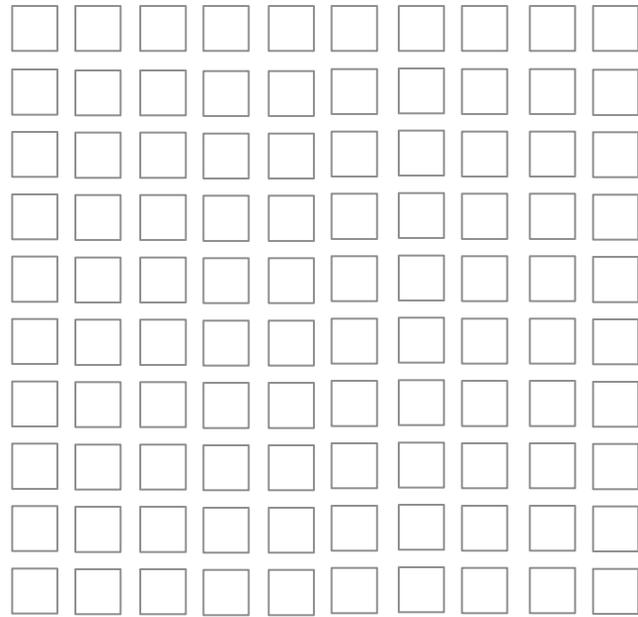


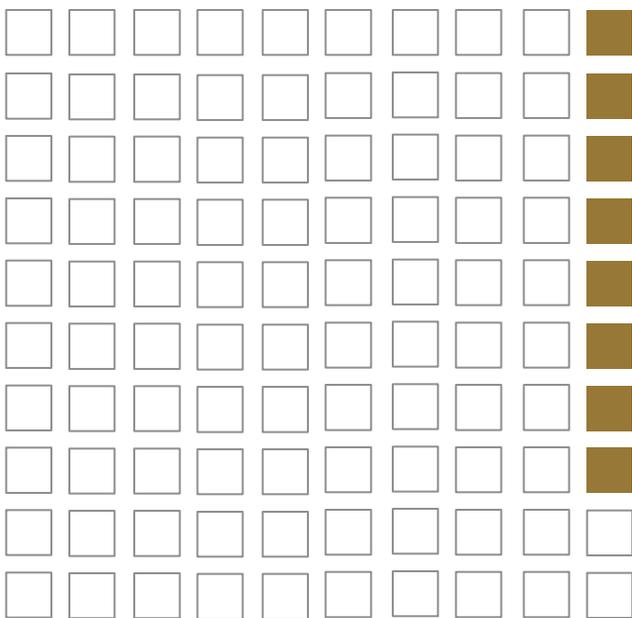
400 公里



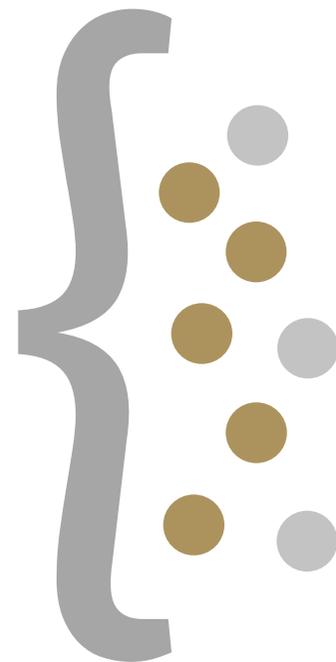
图

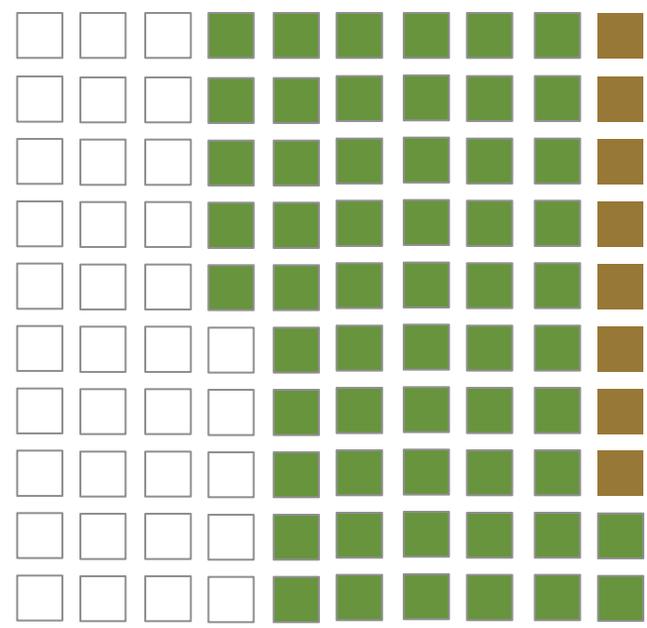
# 100家商铺任务



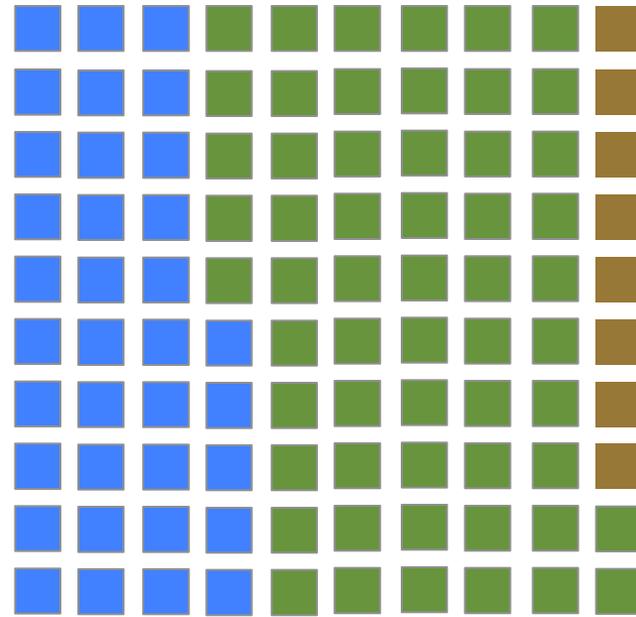
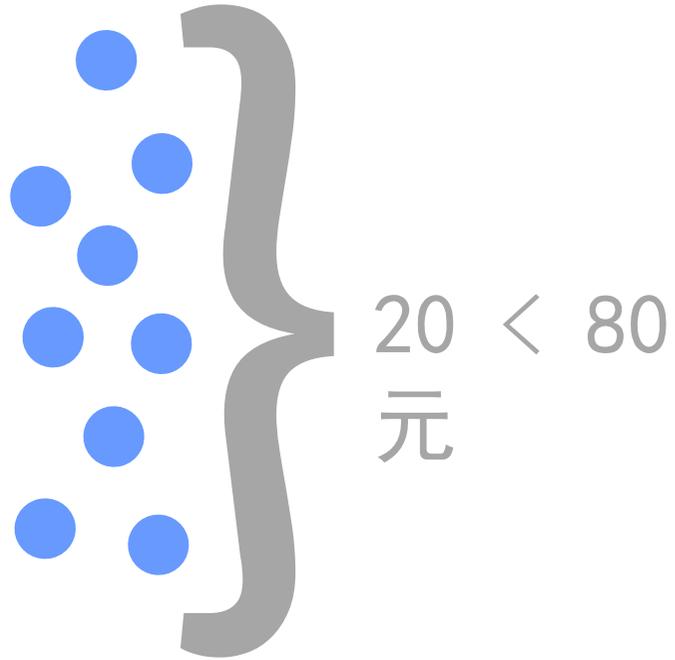


5元



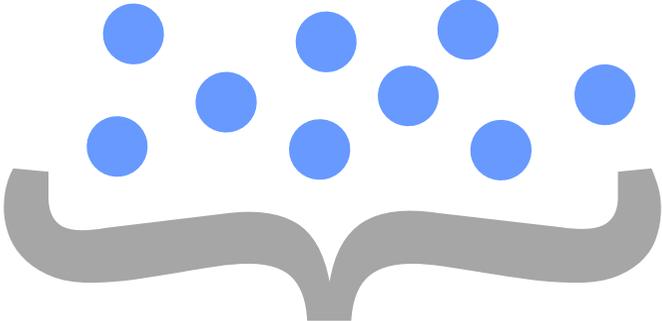




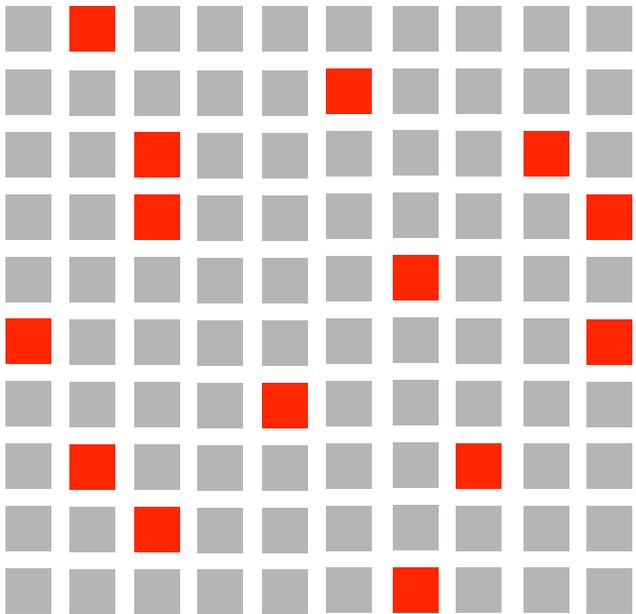




# 神奇数字14任务



50元



# 匿名支付任务

\$\$\$ → **A**

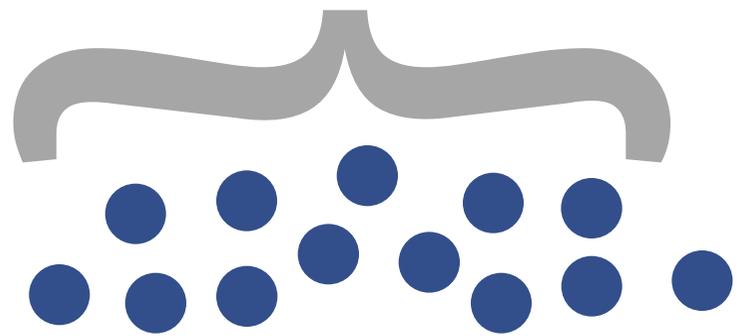


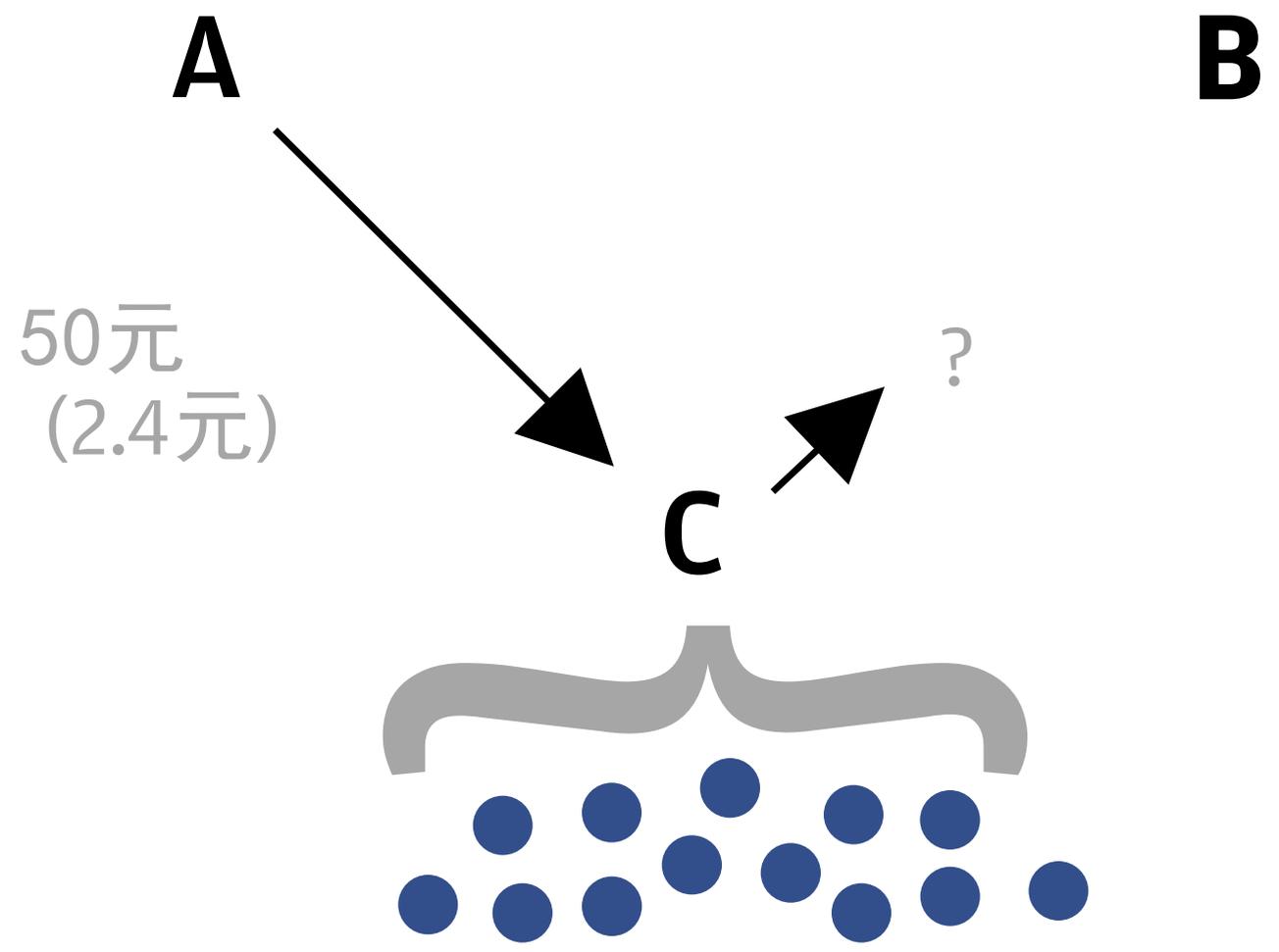


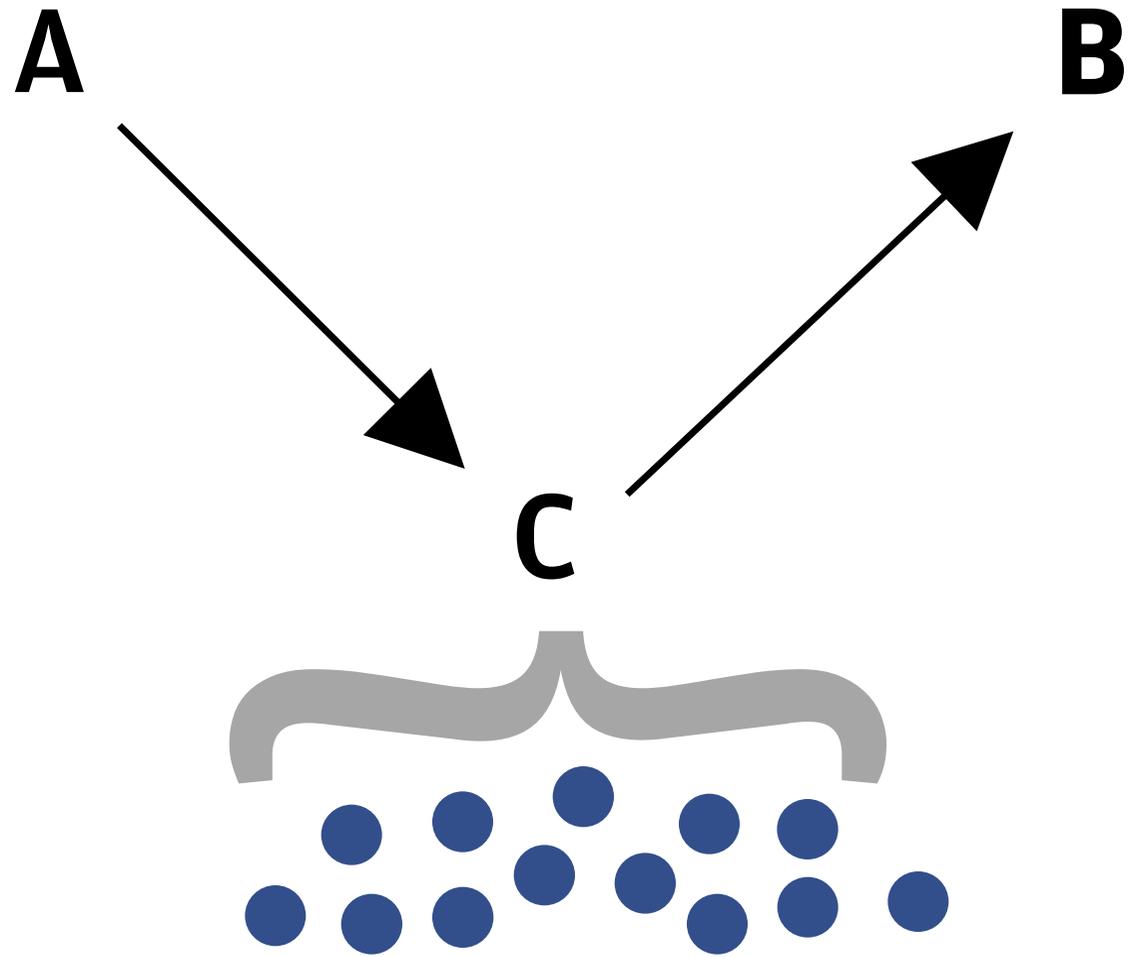
**A**

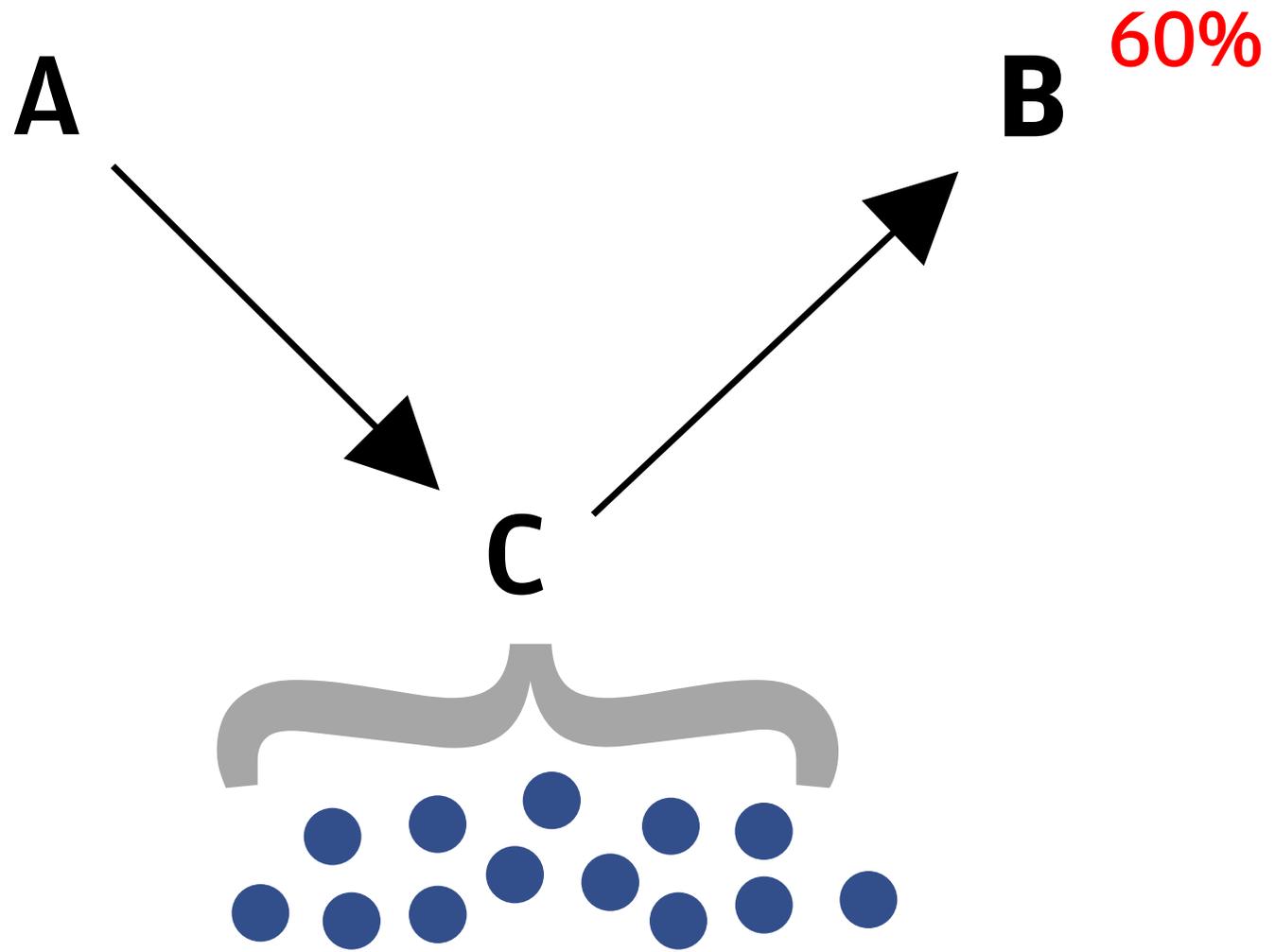
**B**

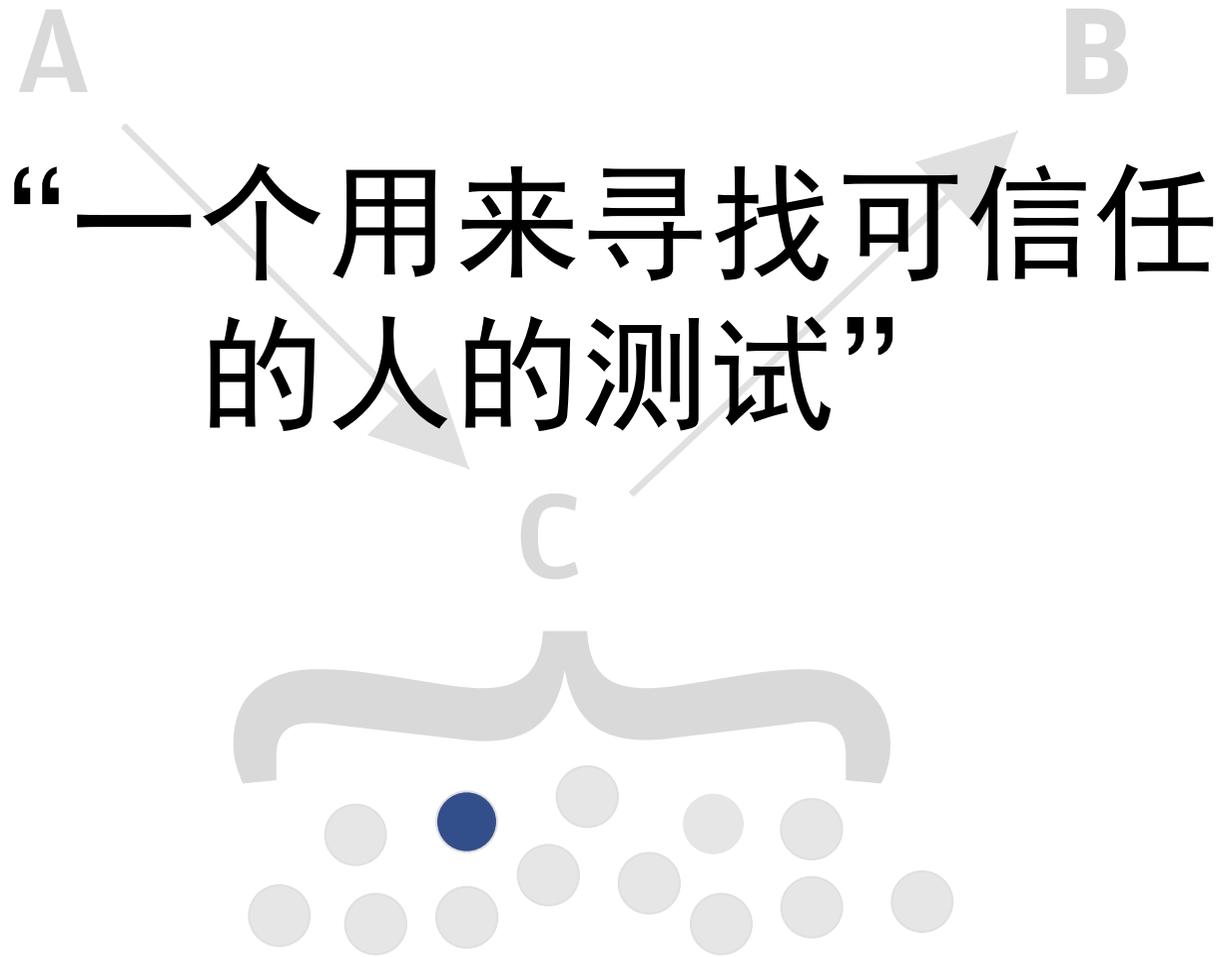
**C**



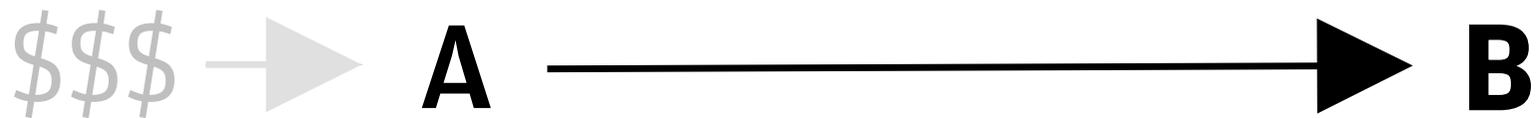






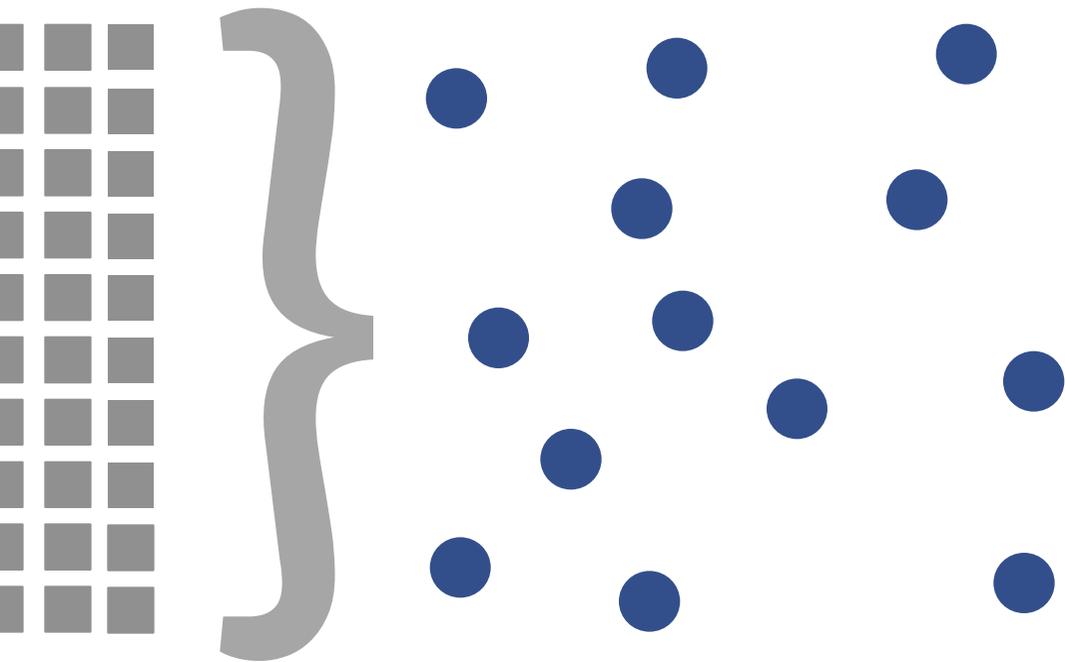


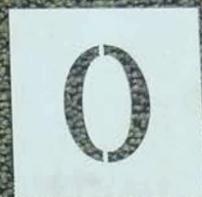
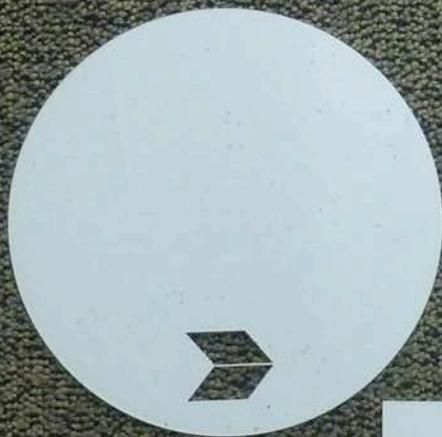
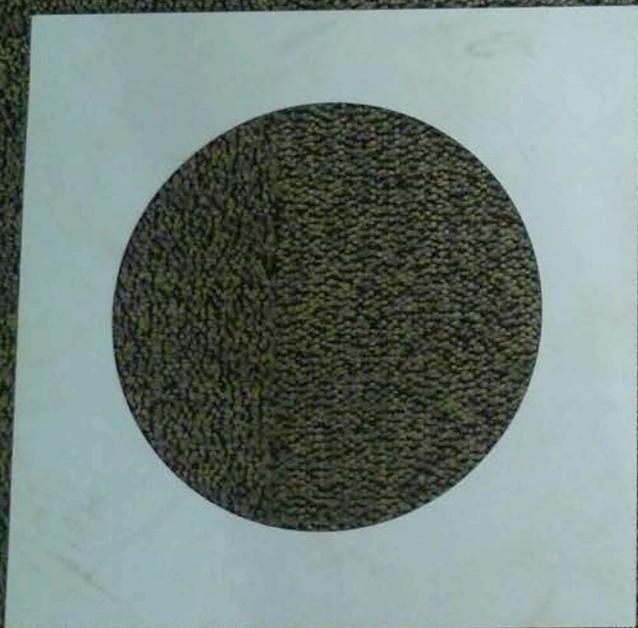




# 门垫购买、检验、运输任务

14 学生/大学







喷漆和拍照任务



108

089

090

091

106

105

085

084

094

074

104

103

094

099

098

078

066

100

088

049

036

079

009

097

070

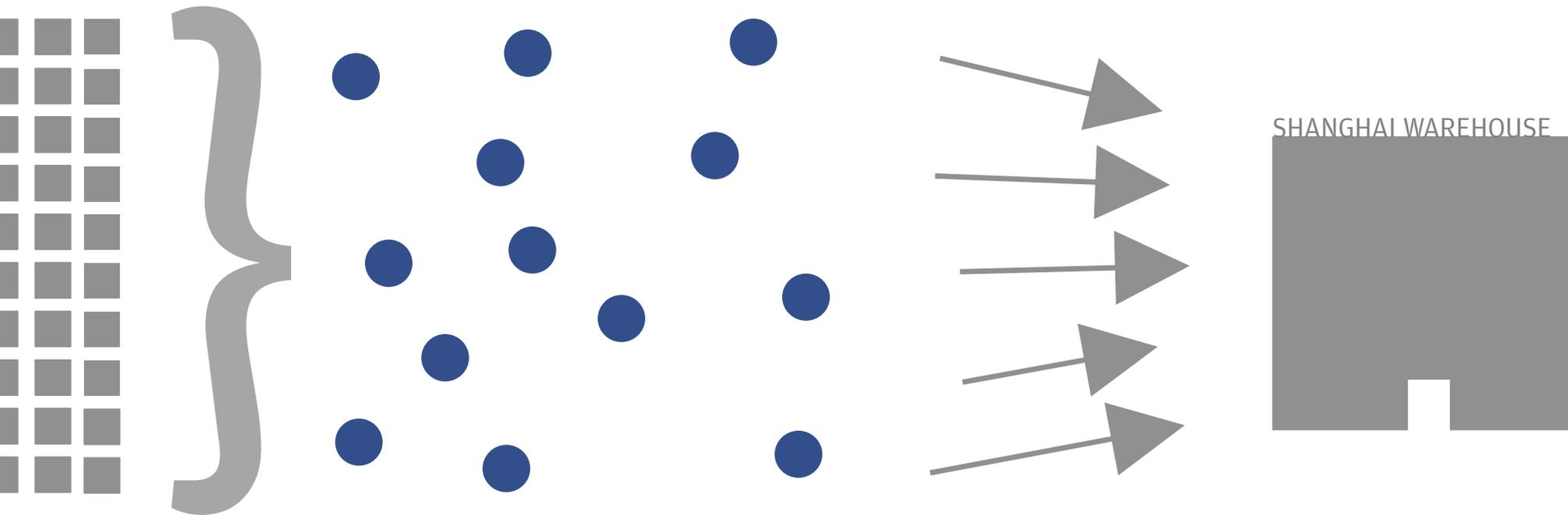
080

082

062

101

# 14 学生/大学





# 100%

## 快递成功率分支任务

快递喷涂模板 : S.F. Express/顺丰速运

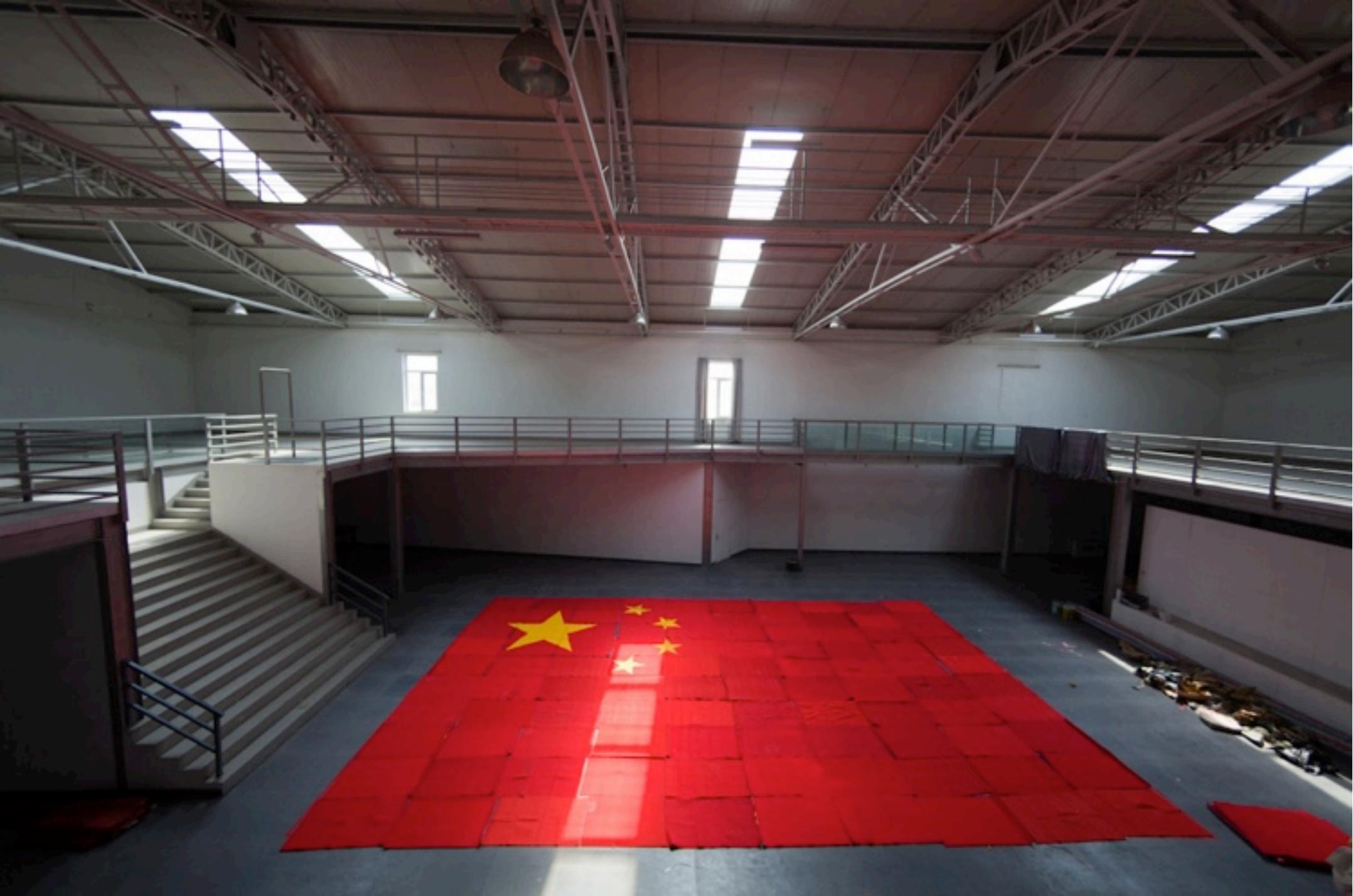
喷漆运输: YunDa/韵达快运, ZTO Express/中通速递, YTO Express/圆通速递, ZJS Express/宅急送  
100块门垫采购寄给14个喷漆者: YunDa /韵达快运, ShenTong Express /申通快递, YTO Express/圆通速递, S.F. Express/顺丰速运, LB Express/龙邦物流, ZTO Express/中通速递, ZJS Express/宅急送, EMS/中国邮政速递物流, TTK Express/海航天天快递

100+门垫运回上海仓库 : : YTO Express/圆通速递, ShenTong Express/申通快递, S.F. Express/顺丰速运, TTK Express/海航天天快递, A Plus Express/全一快递, YunDa/韵达快运  
门垫从上海运到北京: Xin Bang Logistics/新邦物流

# 拼装任务

我们需要各位分别打开这些包裹，将里面的材料放到这个红色的大框里面。这些包裹里的材料能够拼成一幅巨大的图案，而这个图案具有非常强的可识别性，现在给大家45分钟时间来完成这个任务。





# 后续实验资金招募任务



## 红色门垫实验

首页

信用评价

店铺介绍

交流区

## 搜索店内宝贝

关键字:

价格:

 到 

搜索

## 宝贝分类

查看所有宝贝&gt;&gt;

按销量 按新品 按价格 按收藏

地毯

## 宝贝排行榜

本月热销排行

热门收藏排行



实验地毯1

¥100.00元

已售出 0 笔

查看本店其他宝贝

量子统计-店铺浏览量

## 实验艺术介绍

这是一个持续了6个多月的实验艺术展品。通过运用本土资源及平台制作一个对于中国人具有很强识别性的作品，但参与者事先对于最终成品一无所知。在这个实验中，我们用**100**块塑料门垫拼成一张大型的中国国旗。这**100**块门垫的来源地覆盖全国范围，每个省、直辖市、自治区、特别行政区必须至少找到一块门垫。更为具体的介绍请见：

在这**100**张门垫中，共有**14**张定做门垫（黄色的五角星部分）以及**86**张纯红色塑料门垫。每张门垫的背面都有一个专属的数字**LOGO**，代表它的身份。**LOGO**的制作可见下面的视频，因为每个数字**LOGO**都是人工喷漆，所以都会有些许的不同，甚至是另类。



**100**

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**200**

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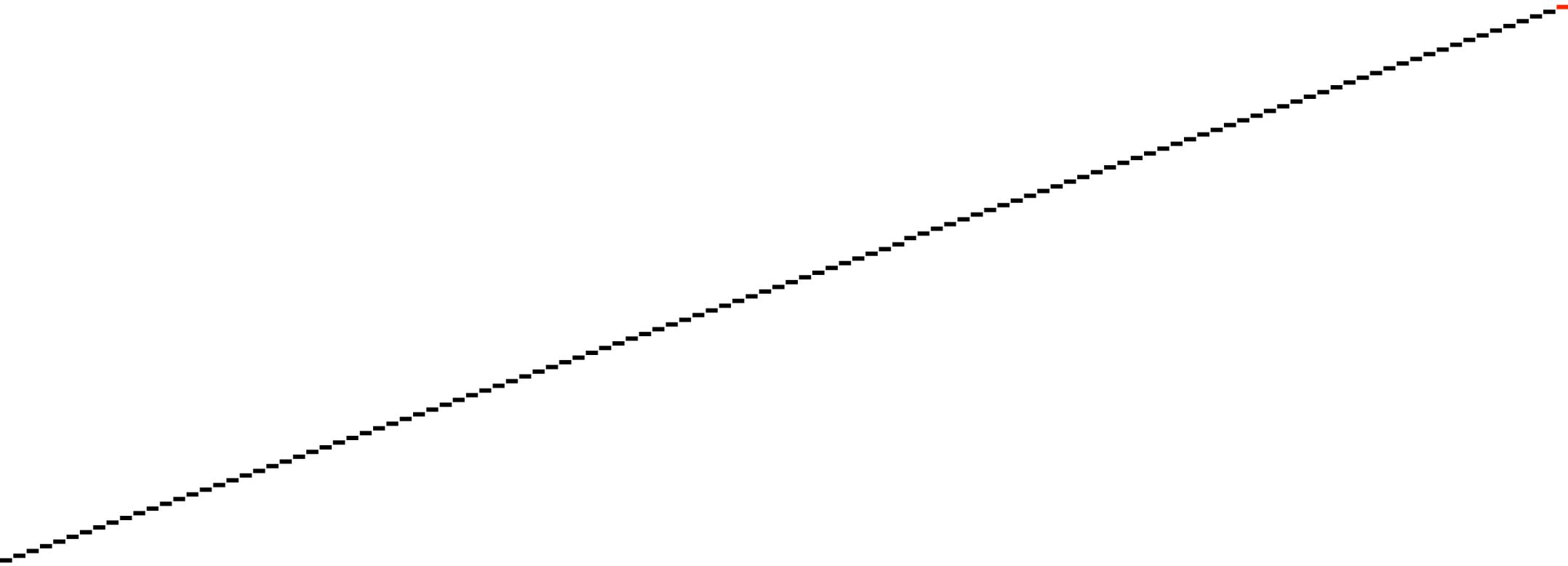
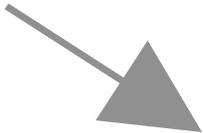
**300**

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**400元**

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10,000元



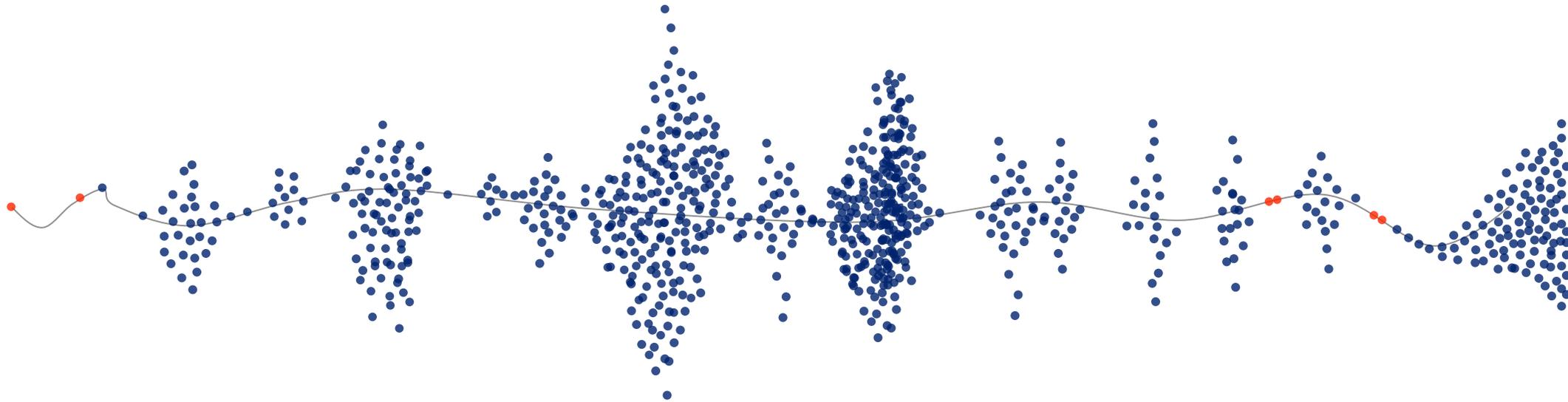
请点击[这里](#)购买你的红色门垫

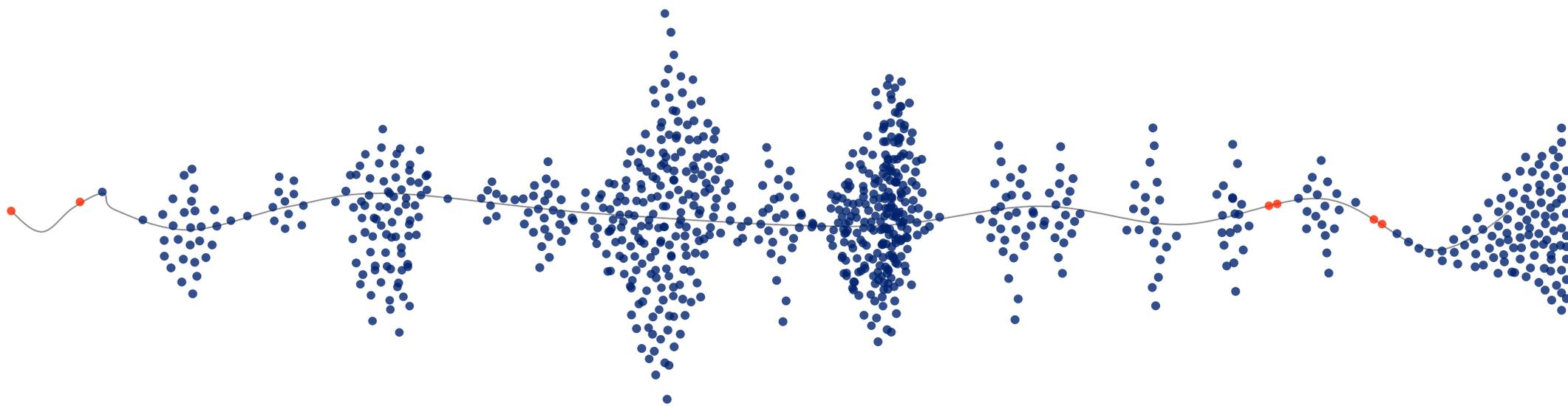
淘宝网



本次实验所得所有款项将提供给中国艺术家传递创作类似实验项目，继续探寻一个国家的特质、禁忌和信任

# 结语





财会

100个地点

14个随机地点

拼装I

国旗设计

100个商铺I

门垫购买和运输

展示I

国旗设计检验

100个商铺II

喷漆

拼装II

国旗图片切片

100个商铺III

照相

展示II

匿名转账

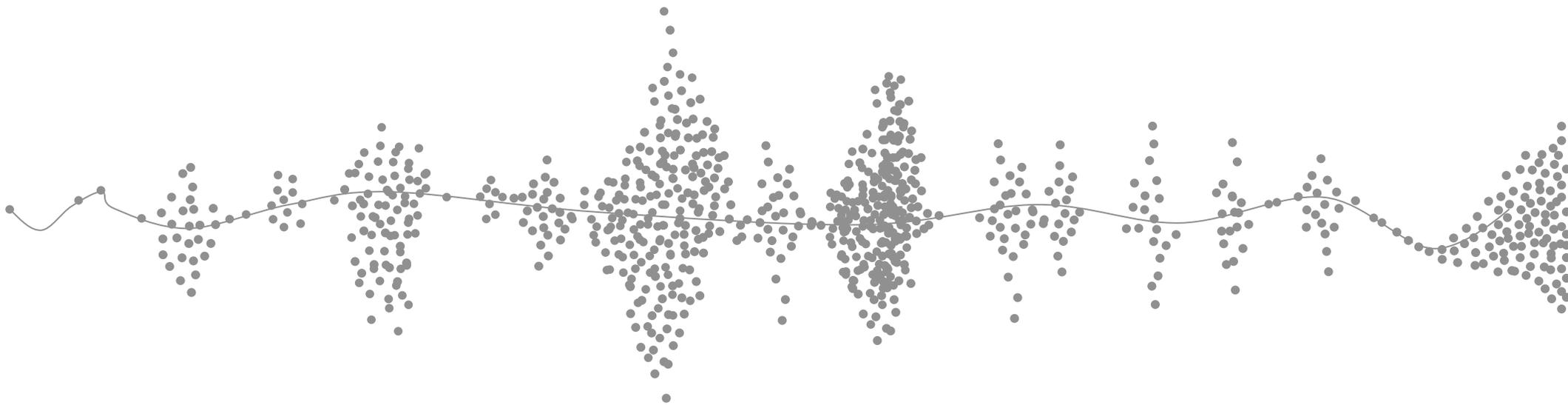
喷漆模板设计

喷漆运输

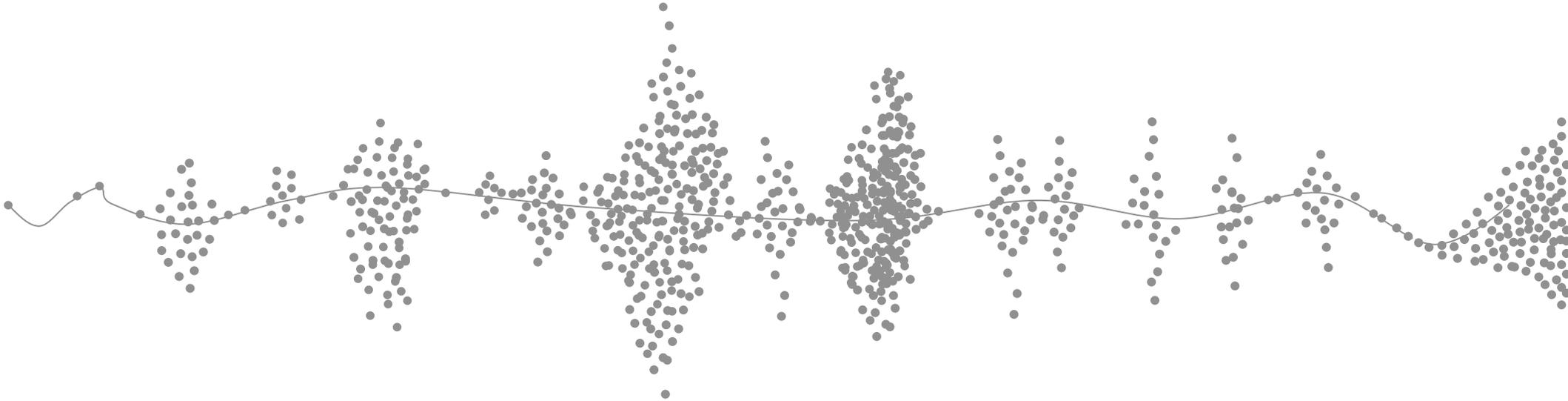
门垫运输

出售

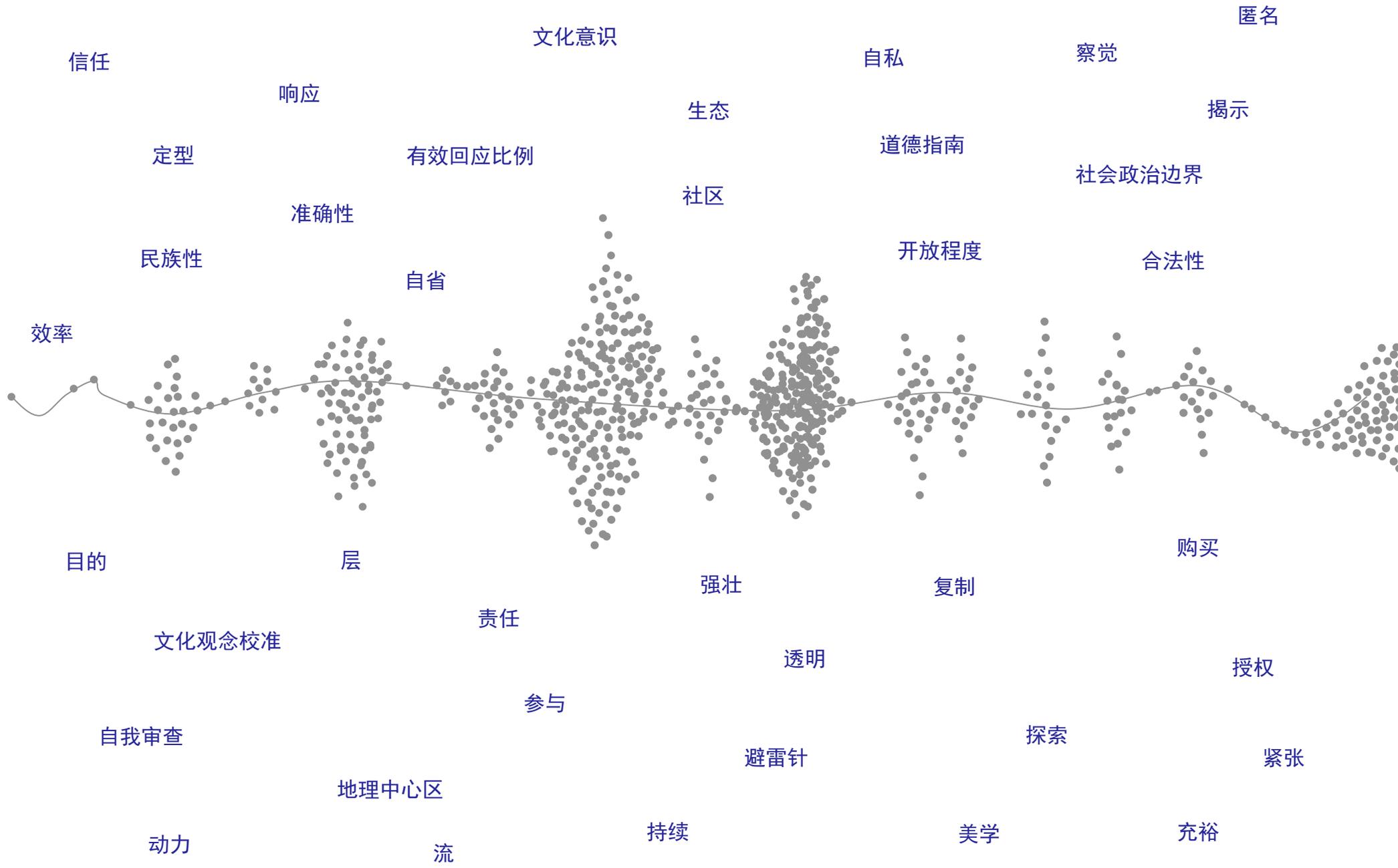
**310+ 参与者**

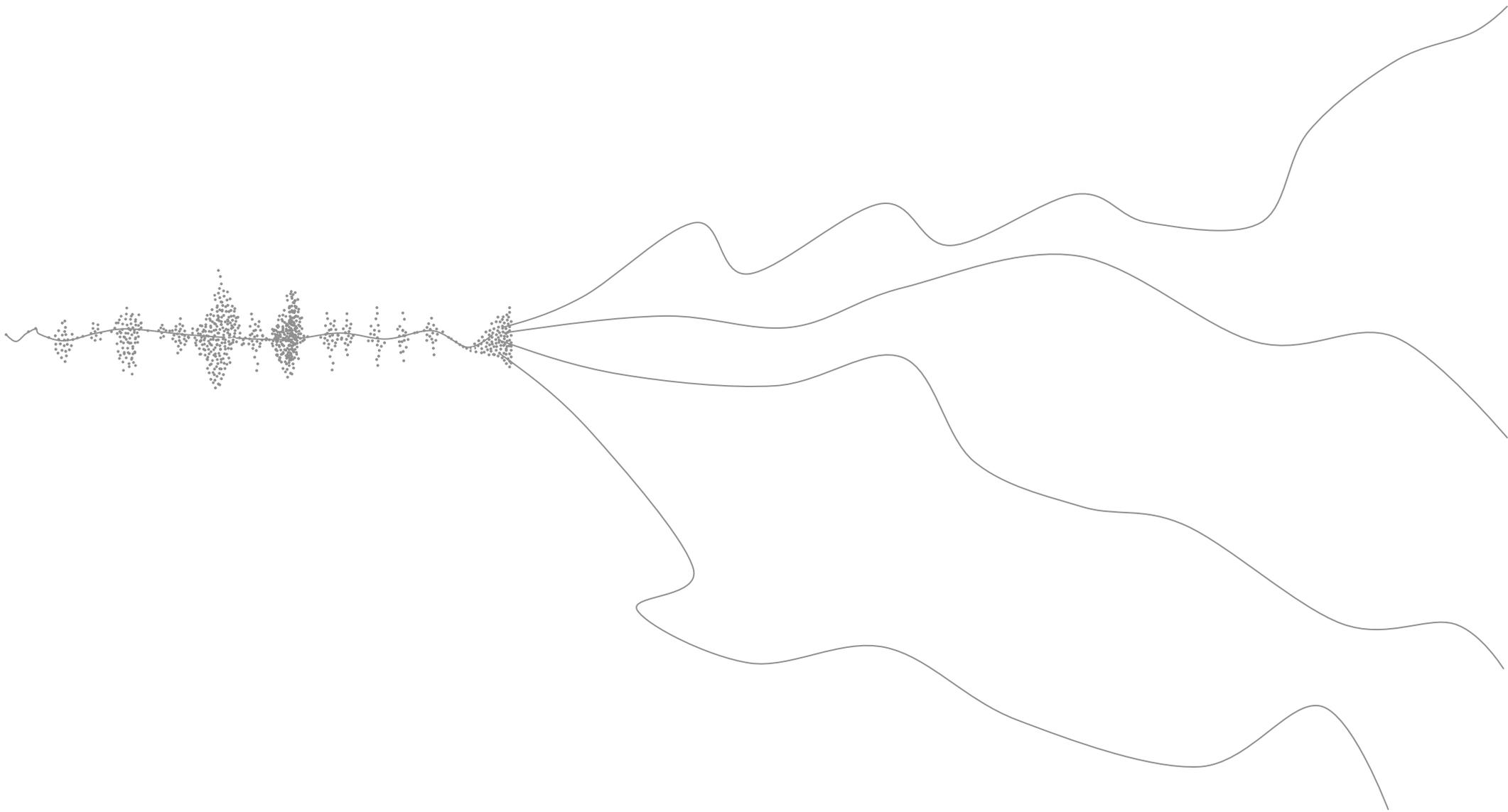


**310+ 参与者**



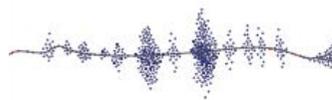
**5,000+ 知情者**





# Red Mat

A Design Experiment

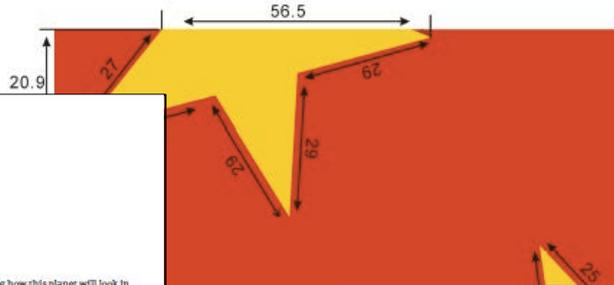


## Background

China is increasingly influencing how this planet will look in the coming century – economically, politically and culturally. My role heading up global insights in an innovation consultancy provides a particular perspective on what is happening in China. Primary research reveals the nuances of how it's citizens view themselves and the world around them; interactions with multi-national clients that are eyeing up what already is or will soon be the world's largest economy; and conversations with Chinese brands looking to move up the value chain as they compete both at home and in the global marketplace, all within a timeline that meets both short-term market wins and long-term strategic goals. It provides unique lens through which to see what has come to pass and what will be.

While I am based out of Shanghai much of my time is spent traveling to a pretty diverse set of countries for field research, client meetings and general fact-finding and I've seen firsthand how growing Chinese commercial influence triggers a range of emotional responses to from suspicion and fear to jealousy, admiration and respect.

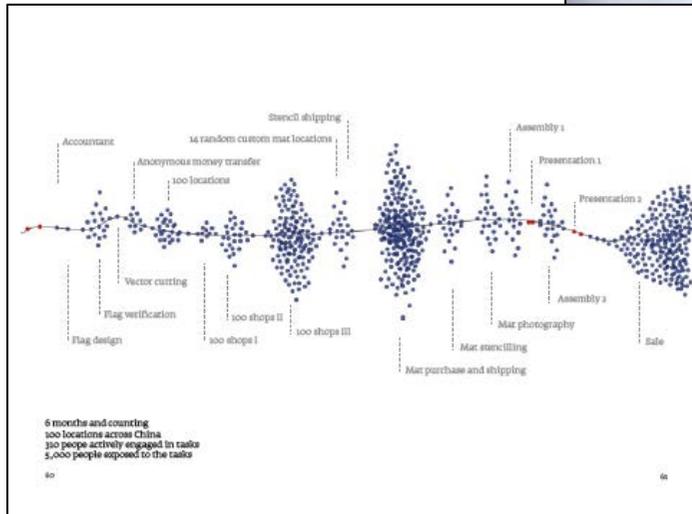
Despite having travelled and researched extensively across China I don't pretend to fully understand this country, in the same way that I balk at saying I understand 'Europe' or the 'Americas'. But since an initial visit in 2004 I've had hundreds of conversations with a wide gamut of Chinese from wealthy entrepreneurs through to migrant workers, housewives to



## Services

A variety of services were used over the course of the experiment – each platform supports public and private communication between its members.

Online shopping site similar to eBay, Rakuten and Amazon and part of the Alibaba Group which also owns Alipay – the preferred payment platform on Taobao and AliWangWang – the chat platforms on which buyer and seller can discuss and negotiate prior to purchase. Taobao also supports an agent network that can make purchases on a buyer's behalf.			Crowdsourcing site, where micro-payments can be made. Similar to Amazon's Mechanical Turk.	Crowdsourcing site.	Online survey tools, similar to Survey Monkey.
China's dominant social networking site – a hybrid of Facebook and Twitter.	Sina's microblogging platform.	Social network, strong on college campuses, similar to Facebook.	Mapping service, supporting custom maps.	Interbank network in China connecting ATM networks and points of sale.	Popular instant messaging platform owned by Tencent.



A wide-angle landscape photograph of a mountain valley. In the foreground, a river winds through a brownish, rocky valley floor. The middle ground shows rolling hills and a thick layer of white mist or low clouds. In the background, several jagged mountain peaks are visible, some with patches of snow or light-colored rock. The sky is blue with scattered white clouds. The overall tone is natural and somewhat somber due to the muted colors of the landscape.

谢谢

@janchip

 JanChipchase

