

**H**ow design can change our journey

用设计来优化我们的旅程

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设计是城市景观的元素，为城市塑造其性色彩

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SCULPT THE URBAN LANDSCAPE TO FORGE CITIES' IDENTITY

设计是城市景观的元素，为城市塑造其性色彩



# Cities' identity

城市的个性元素





# Marseille, a city at the gates of the Mediterranean

法国马赛，地中海风情

法国马赛有轨电车  
Marseille Tramway  
Bombardier/庞巴迪





# Reims, capital of Champagne

法国兰斯，香槟之都

法国兰斯有轨电车  
Reims Tramway  
Alstom / 阿尔斯通





# A new symbol of Paris' subway

巴黎地铁的全新标志 - 新一代安全门

巴黎地铁安全门  
Platform screen doors, Paris' metro  
RATP / 巴黎大众交通





# FUNCTIONALITY AND AESTHETIC COMBINATION

功能与造型相结合，创造了全新的视觉感受



# Form shaped by functionality

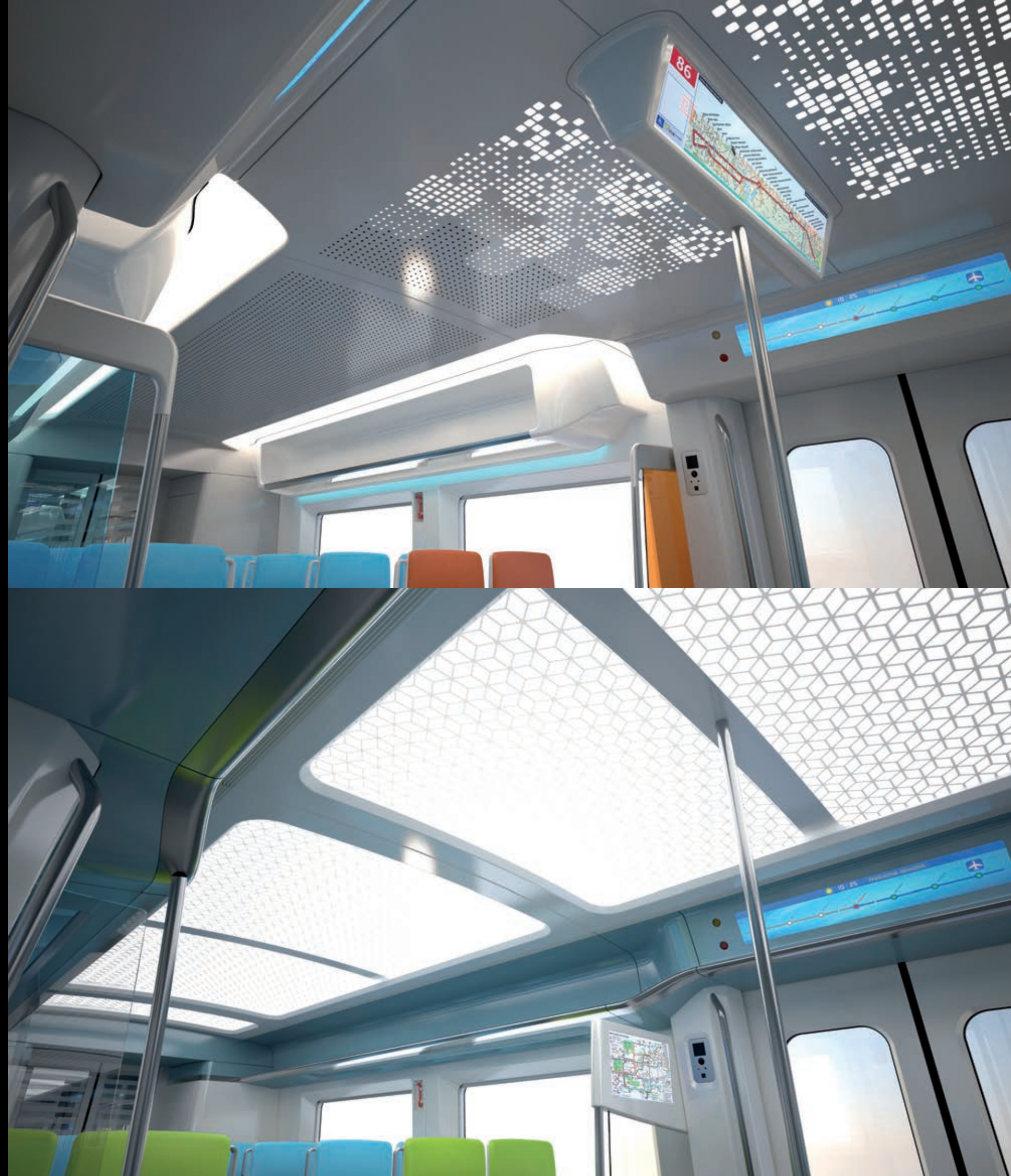
功能与造型相结合的设计理念

法国高铁东线  
East TGV  
Alstom / 阿尔斯通





New visual experience  
功能与造型相结合的全新视觉感受





Endless possibilities of  
combination

功能与造型相结合的多种可能性





## Develop living spaces

居家感受的延伸





# The search of aerodynamism

空气动力学与造型的完美结合





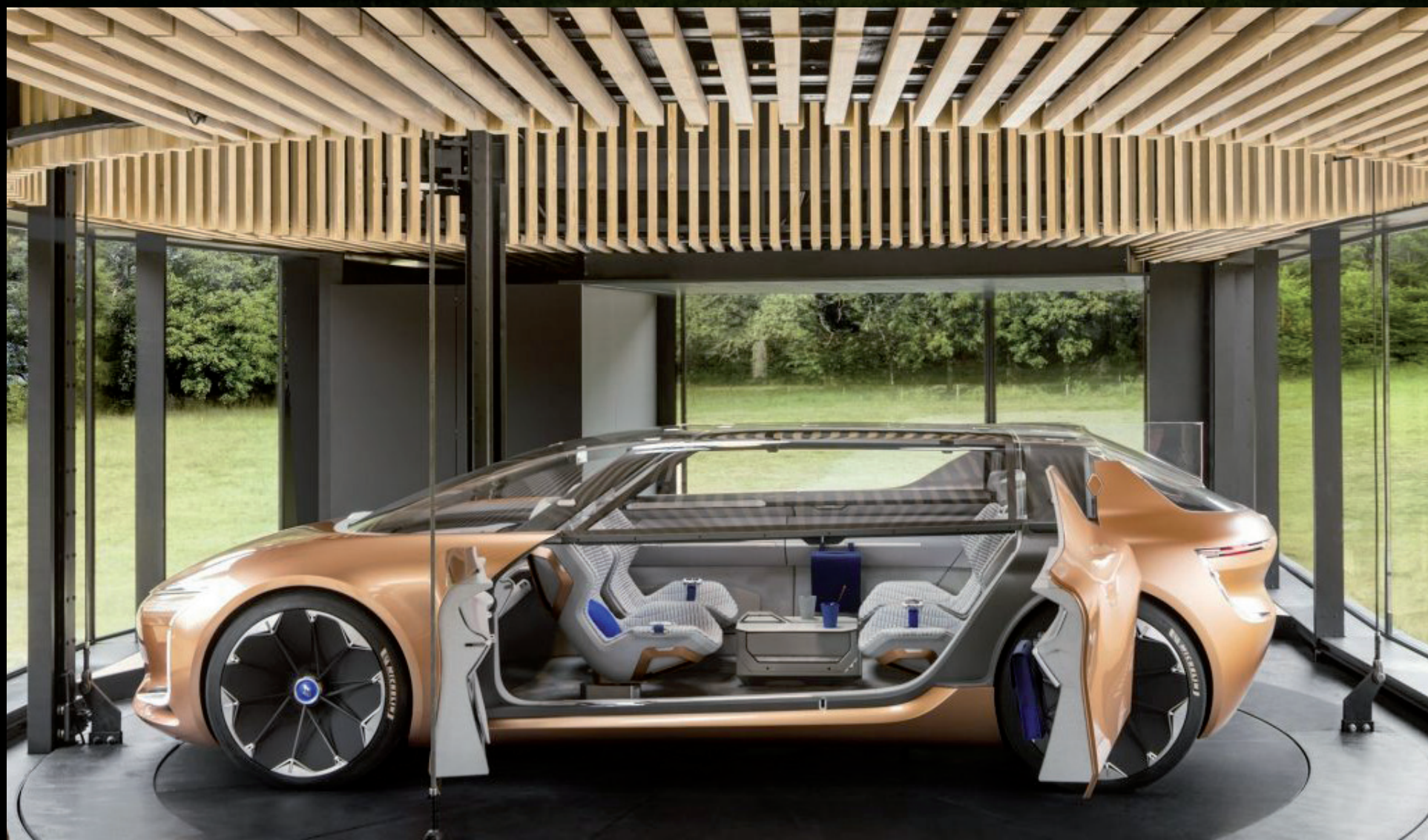
# SPACE OPTIMISATION AND VALORISATION

## 空间节省与功能多样性的设计理念





Comfort in a small space  
有限空间的舒适感受



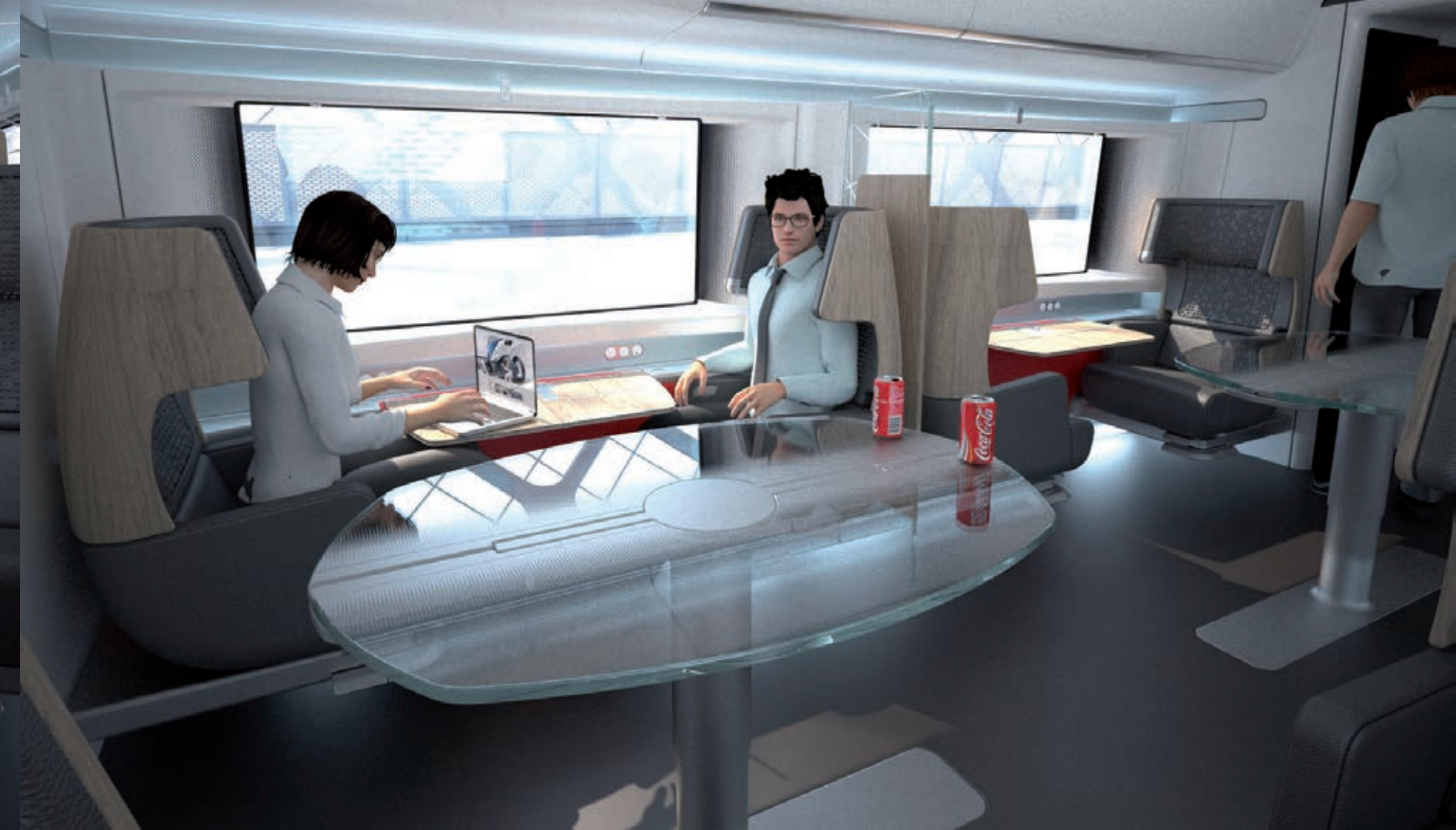


# Modularity and efficiency 模块化的功能转换理念





# Staging and optimize 商务 / 休息空间的灵活转换

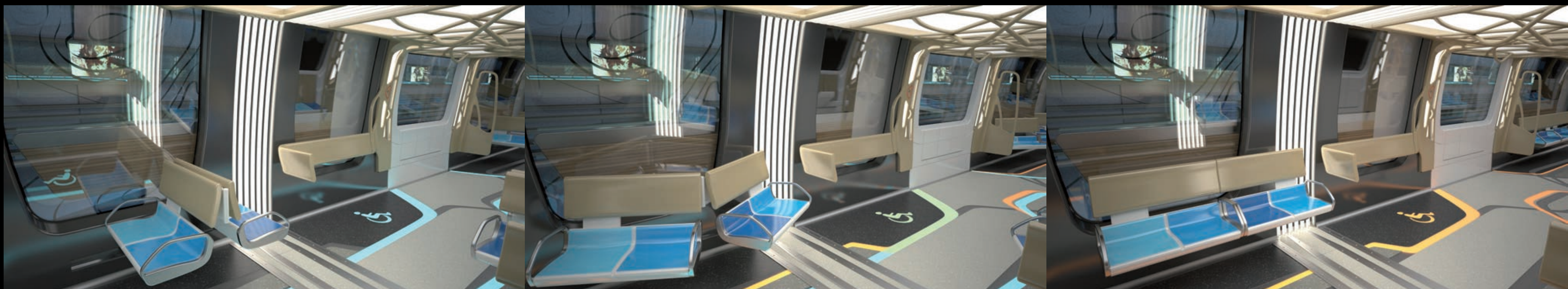




# Staging and optimize 坐 / 卧空间的灵活转换





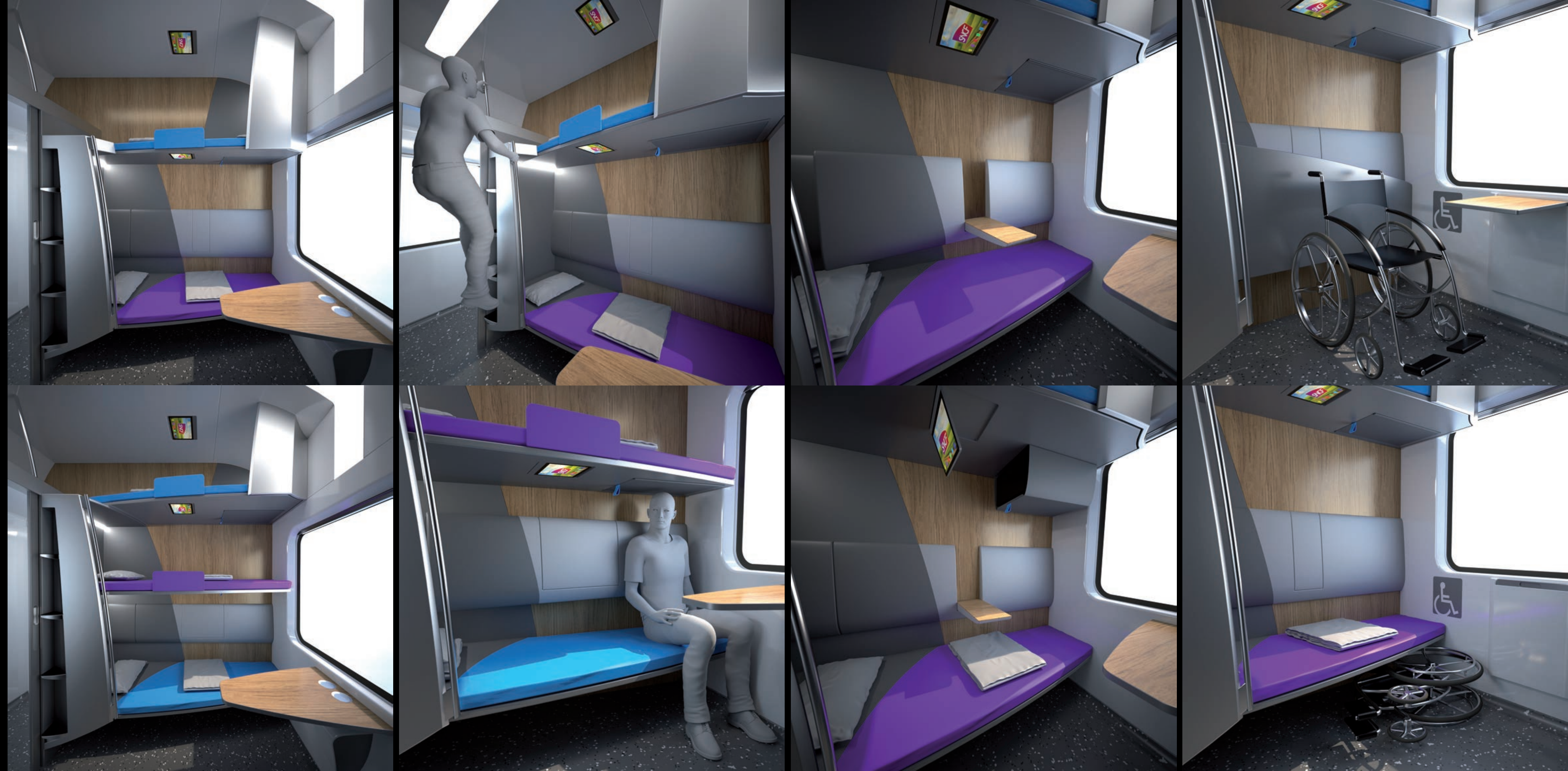


Modulate for a greater mobility  
 车内布置格局根据客流量的自由应变



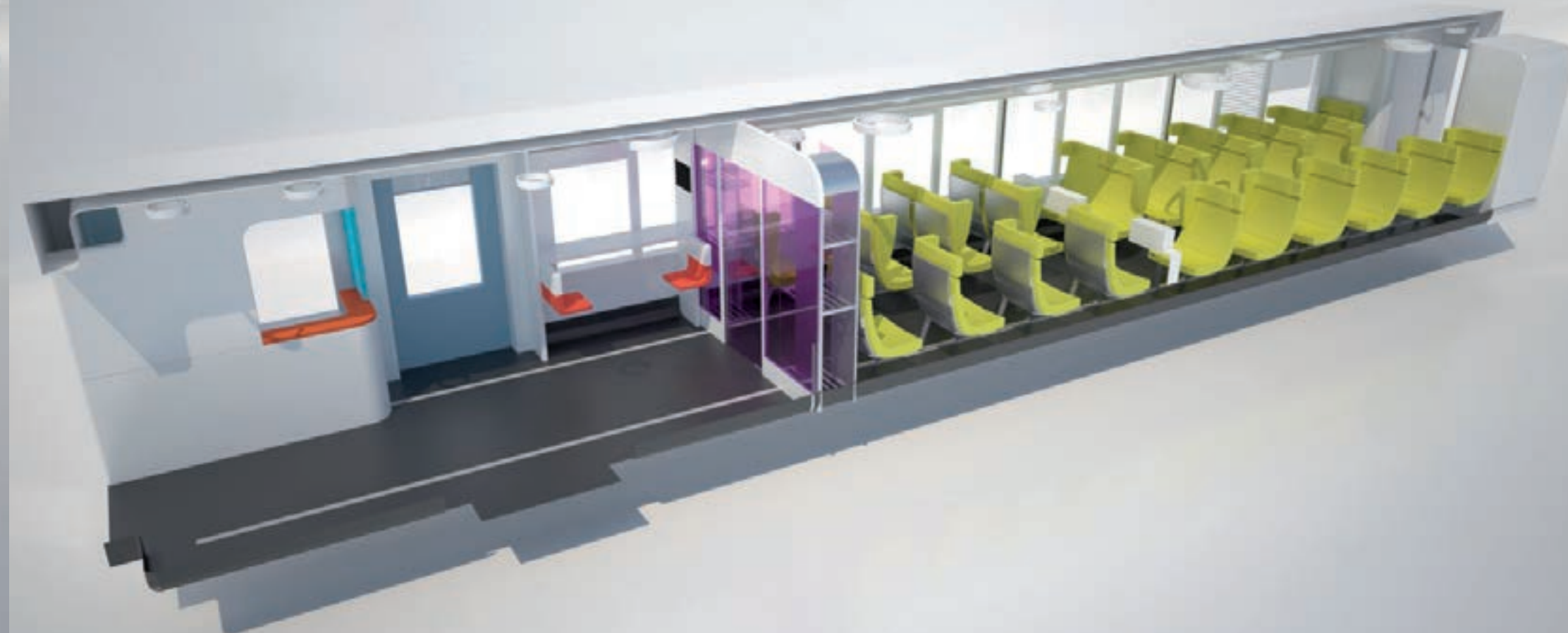
Modulate for a greater mobility

卧铺车厢功能性设施的自由应变





# Space modularity 车辆空间的模块化置换







NEW OPPORTUNITIES

全新的着眼点

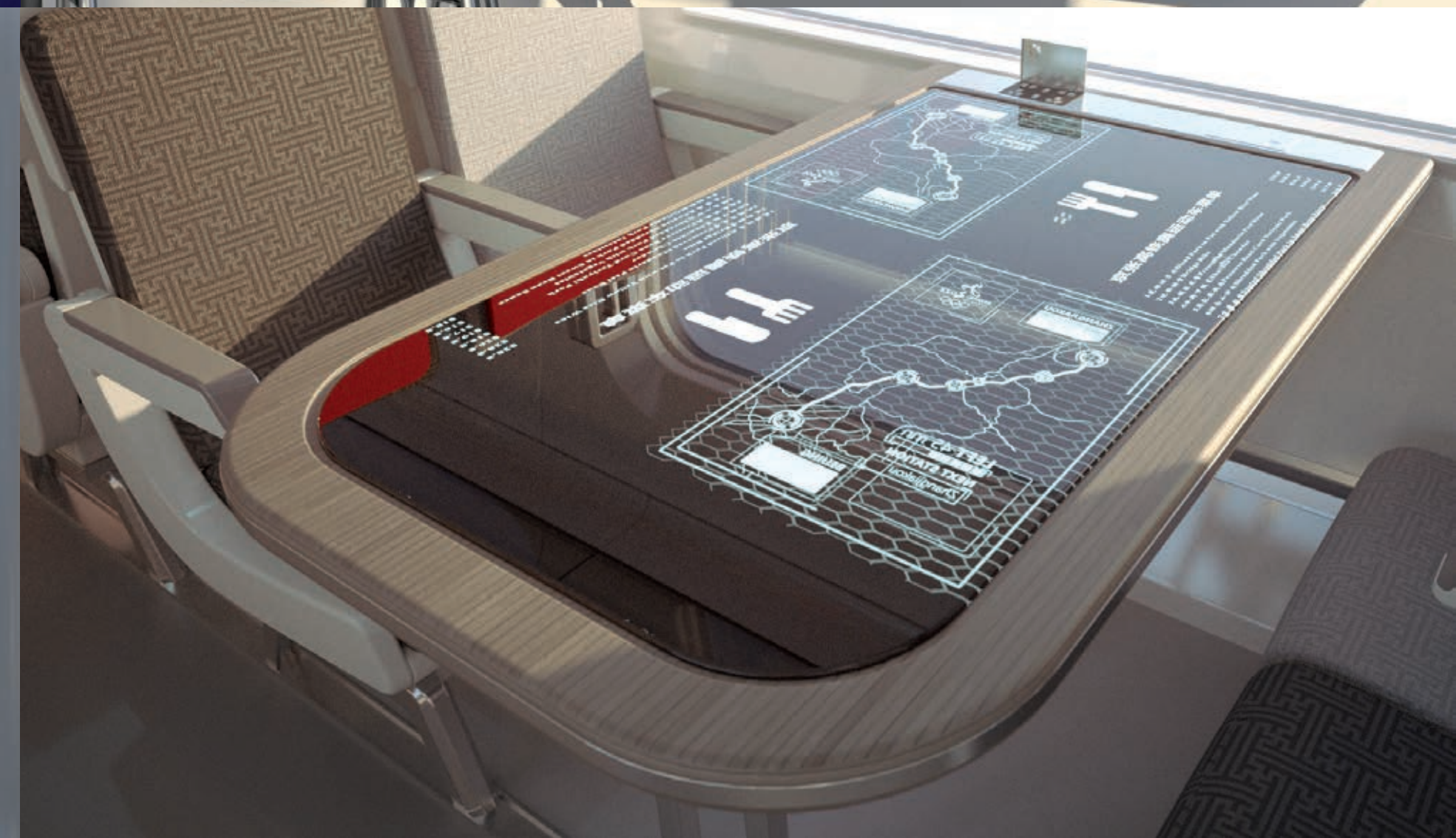
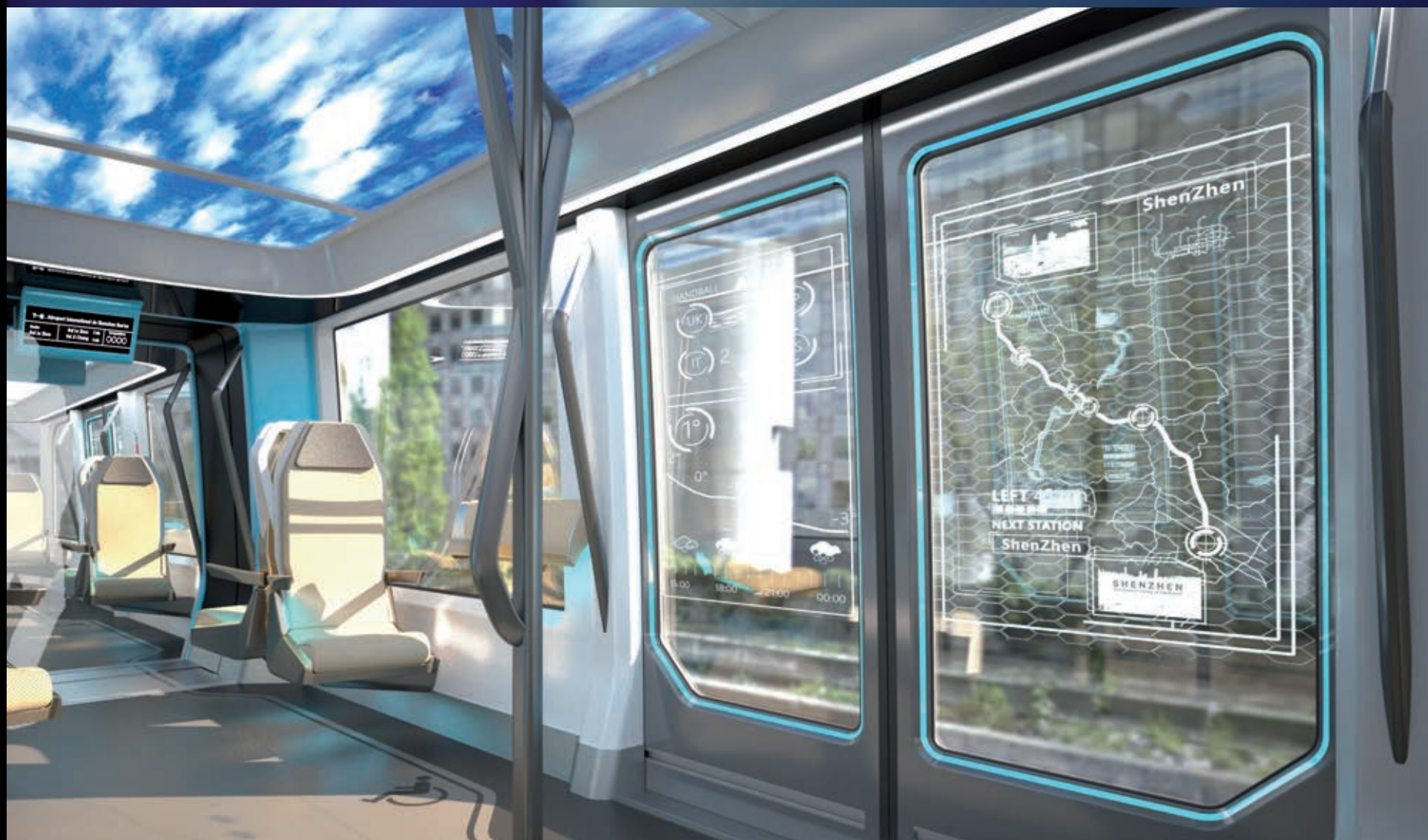


# Adopting the Newest projection technologies 光影技术的运用



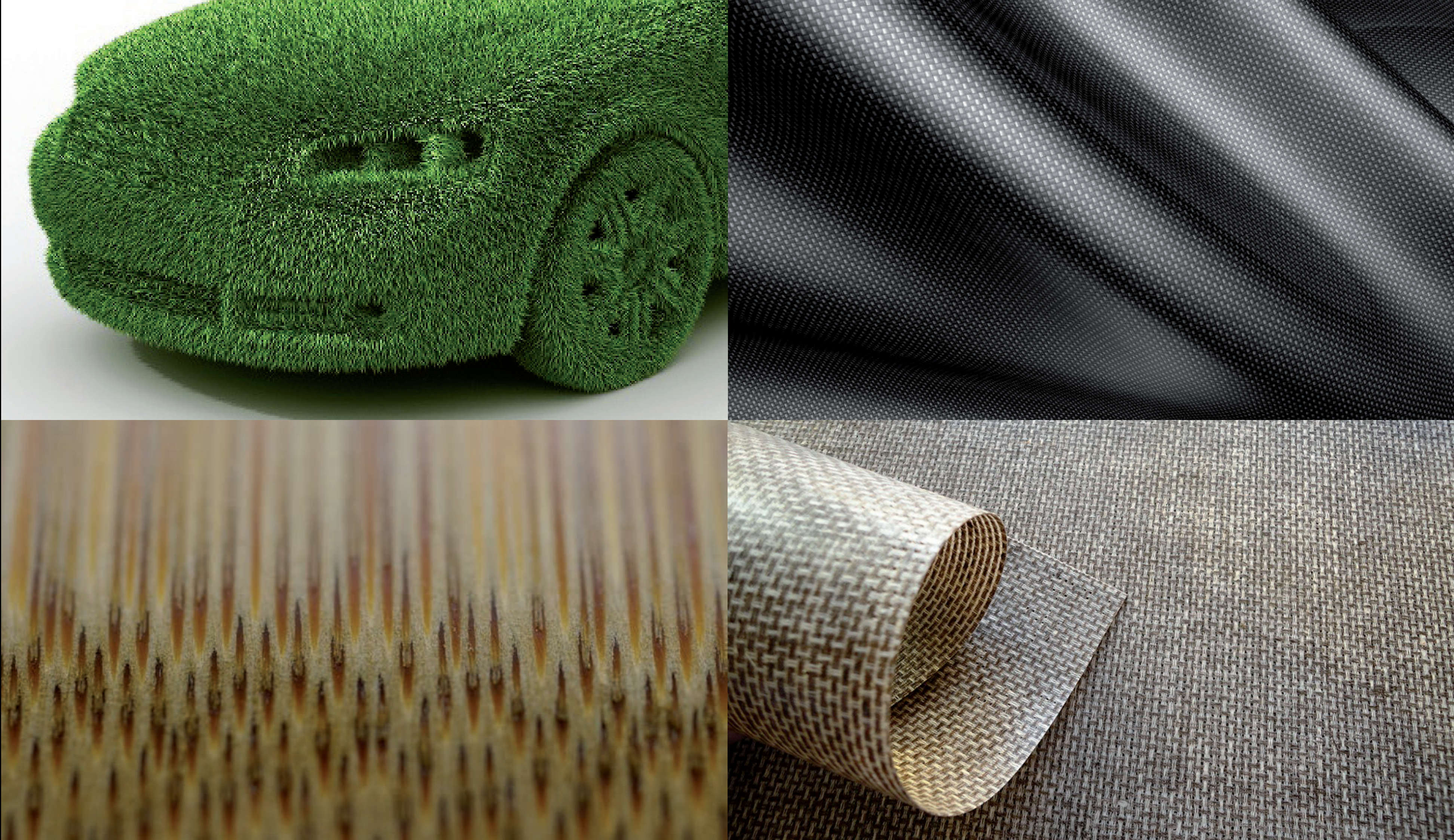


# Using new interacting technologies 信息互动技术的使用





Always looking for new  
opportunities and materials  
新型 / 可持续性发展材质的大胆尝试





# DESIGN TO COST

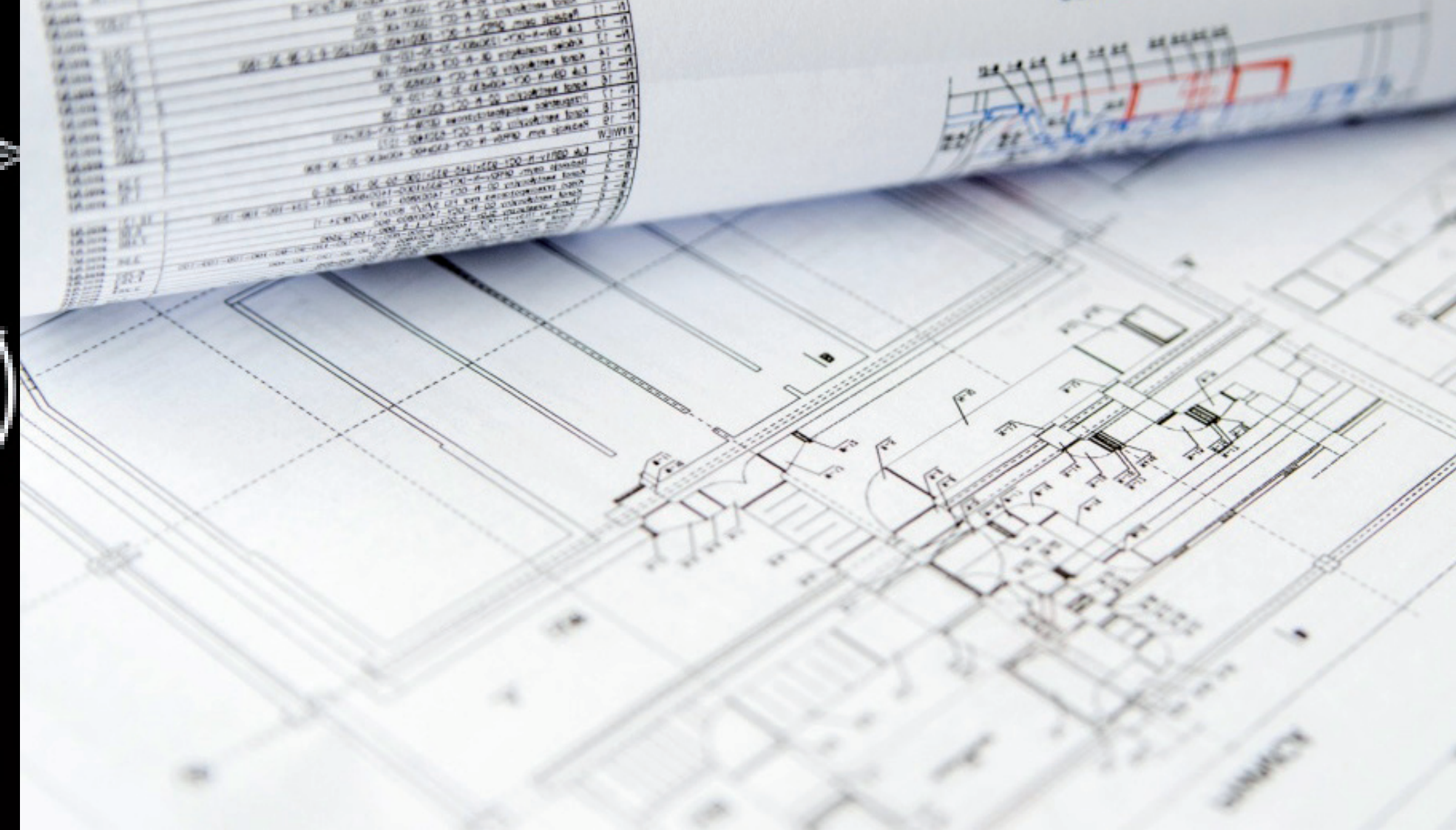
## 设计与成本





Combine the full understanding of customer expectations to purchasing power and market prices to remain competitive

设计只有完美结合客户期望,购买力和市场价格才得以保持持久的竞争力





Integrate cost optimization into  
the conception of the product

通过设计的手法来节约生产成本





THANK YOU

Beijing ForumTrans, July 2019

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