

DESIGN FUTURES SHARED VISION

设计
共同
未来
愿景



清华大学美术学院
Academy of Arts & Design, Tsinghua University



ART TECH
INSTITUTE

2024 International Summer Program
Academy of Arts & Design, Tsinghua University

PROGRAM OVERVIEW

The 2024 International Summer Program at the Academy of Arts and Design, Tsinghua University, is themed "Design Futures: Shared Vision." Leveraging the academy's strengths in cultivating interdisciplinary innovative talents, the program focuses on three main areas: **New Space, New Cities, and New Tourism**. It aims to explore new models and dynamics in future spaces and environments, future mobility and lifestyles, future products and services, future health and well-being, future cultural tourism and creativity, and future art and fashion. The program seeks to develop innovative solutions by integrating cutting-edge technologies such as artificial intelligence, aerospace, the internet, mobile technology, wearable devices, open-source hardware, and software.

This event invites young students from around the world to form teams and submit creative proposals for evaluation by expert judges. Selected teams will be invited to China to participate in a two-week summer workshop, where they will turn their proposals into real product prototypes. During the workshop, students will work in teams under the guidance of Tsinghua University and international mentors to refine their visions and create tangible prototypes. Additionally, experts in technology, market, and entrepreneurship will provide skill training and specialized lectures to help teams continuously iterate and improve their projects. Ultimately, each team will complete a project presentation and pitch.

PROGRAM SCHEDULE

August 17 to August 31
Maximum of 50 participants.

Location:
Academy of Arts and Design, Tsinghua University,
Haidian District, Beijing, and the locations of
international summer program partners.

ELIGIBILITY CRITERIA

This program is open to international students at the undergraduate level and above. We welcome applicants who meet the following requirements:

- Academic background covering design and interdisciplinary innovation-related majors.
- Strong interest in innovative design and cutting-edge technology, with good teamwork and cross-cultural communication skills.
- Fluent in English and able to use English as the working language.
- Foreign students at undergraduate level or above.

PROGRAM THEME

New Space:
Future Spaces and Environments, Future Mobility and Living.

New Cities:
Future Products and Services, Future Health and Well-being.

New Tourism:
Future Cultural Tourism and Creativity, Future Art and Fashion.

APPLICATION PROCESS

Registration Method: Applicants must submit their proposals and team information (2-4 people) through the registration portal on the host organization's website (<http://www.ati-tsinghua.com.cn/en/summerschool.html>).

Proposal Evaluation: Applicants need to package their initial proposal materials (including project overview, video introduction, and related images) and submit them via a Dropbox link to the website.

Selection Notification: After comprehensive evaluation by experts, 10-15 outstanding proposals will be selected and the student teams will be announced.

Travel Arrangements: Selected student teams will receive an invitation letter from Tsinghua University and must arrange their own visas and round-trip airfare. They are required to arrive at Tsinghua University in Beijing, China, for registration by August 17.

Note: Participation in this international summer school program also grants eligibility for the Tsinghua University 2024 International "Designs+" Innovation and Entrepreneurship Competition. (for details, please see <http://www.ati-tsinghua.com.cn/en/design.html>).

IMPORTANT DATES

Proposal submission deadline: **July 10, 2024**

Final list of selected participants announced: **July 20, 2024**

PROGRAM TIMETABLE

DAY	ACTIVITY	
17th, Aug	Arrive in Beijing, check-in	
18th, Aug	Campus Tour, Opening ceremony and ice-breaking	
Week 1 19-23th, Aug	Design thinking workshop	Team work
	Future thinking and design foresight Lecture	Team work
	Company visit	Team work
	Cutting-edge AI theory lecture	Team work
Weekend 24-25th, Aug	Design Iteration	Mid-term presentation
	Cultural Experience	
Week 2 26-30th, Aug	Cultural Experience	
	Lean startup & business plan Lecture	Team work
	Prototyping Workshop	Team work
	Prototyping Workshop	Team work
	Presentation Guidance	Team work
31th, Aug	Final Pitch and Presentation	Award ceremony
31th, Aug	Depart from Beijing	

CURRICULUM

Opening Ceremony and Ice-breaking Activities:
Team-building activities to help students establish collaborative relationships.

Design Thinking Workshop:
Invite experts to teach design thinking methods and guide innovative project practices.

Futures Thinking and Design Foresight:
Invite futurists and design foresight experts to inspire students' future-oriented thinking.

Cutting-edge AI Theory Lectures:
Introduce the latest developments and applications of artificial intelligence technology to stimulate innovative ideas.

Intelligent Hardware and Technology Frontiers:
Share advancements and applications in cutting-edge technology, guiding the integration of technology into innovative designs.

Company Visit:
Visit renowned enterprises to understand industry trends and practical cases, gaining insights into real-world problems.

Team Project Practice:
Under the guidance of mentors, utilize the innovation and entrepreneurship platform and expert resources to develop innovative solutions.

Lean Startup (business plan):
Guide students in transforming creative ideas into business models, using startup methodologies for iterative validation.

Final Presentation and Roadshow:
Present the project's innovative highlights, feasibility, and market potential in a business roadshow format, followed by a defense and evaluation.

FACULTY TEAM

Academy of Arts & Design, Tsinghua University and Schools and Departments:
Provide courses in design, creative industries, computer science, and innovation and entrepreneurship.
Help students expand their innovative thinking and master cutting-edge design concepts and technologies.

International Design Education and Technology Institutions:
Introduce trends in future design and applications of AI in the design field.
Expand students' international perspectives and understanding of the global design ecosystem.

Innovation Incubators and Entrepreneurship Mentors:
Guide students in transforming creative ideas into viable business models.
Impart practical entrepreneurial experience to assist in project implementation.

Renowned Industry Designers, Entrepreneurs, and Product Managers:
Share practical experiences and case studies from the industry.
Provide hands-on guidance and link students to industry resources.

Financial Issue:
All participating teams are responsible for their own international travel, visa fees, insurance, personal expenses, and costs for activities outside the summer school program. The host organization will provide the following support:

- Accommodation and local transportation within the city
- Design materials, including access to laboratories, studios, relevant equipment, and supplies
- Support for working conditions, including the use of classrooms and maker space equipment, smart hardware, and necessary consumables.

Hosted by: Academy of Arts & Design, Tsinghua University

Organized by: Art and Technology Innovation Working Group (ATI), Tsinghua University

Contact Person: International Summer Program Working (ATP), Academy of Arts & Design,
Tsinghua University

Contact Email: ljw23@mails.tsinghua.edu.cn



清华大学美术学院
Academy of Arts & Design, Tsinghua University



ART TECH
INSTITUTE



DESIGN
FUTURES
SHARED
VISION