

昆蟲酒店設計營 Insect Hotel Design Camp

藝術駐地項目 Artist-in-Residence Program



文化傳播

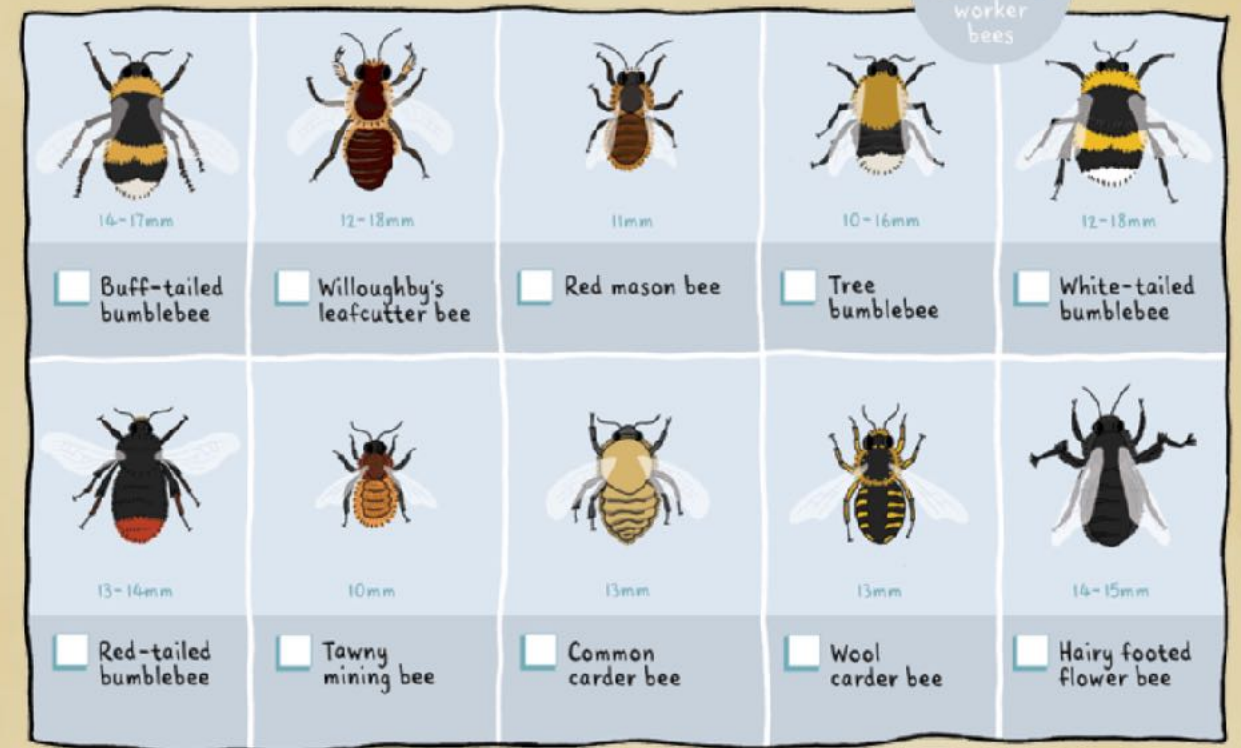
營會主題	昆蟲酒店設計營
營會系列	City City Project系列
營會地點	上海
年齡要求	6-12歲
營會時間	3天2夜/期
營會班級規模	20人/班

營會概述Overview

壹次以自然與建築設計的對話，讓孩子以有趣的方式學習昆蟲的習性和了解昆蟲對周邊自然環境的益處；通過基於問題的解決，實踐性地去學習品牌設計師，建築師的思維角度，去設想、策劃他們自己的精品昆蟲酒店。

Here is a conversation between nature and architectural design, through which children will learn the habits of insects in interesting ways and understand the benefits insects brought to the natural surroundings. Through problem-solving, children will practically develop a thinking mode of brand designers and architects. Here, children will design and plan their own Boutique Insect Hotel.

Bee Identification



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營會特色Features

1

位於智能溫室的綠色營地

A camp in the intelligent greenhouse

喧囂的上海，壹個只有春天的地方：無論什麼季節，鮮花港智能溫室，全年恒溫25度；擡頭不僅看天更能看郁郁蔥蔥的植物；始終被花海包圍，與睡蓮陪伴；走進的那壹刻，瞬間感受好不愜意。

Here is place in the noisy Shanghai where only spring appears: In all seasons, the intelligent greenhouse of Flower Port stays at near-constant temperature—25°C. Look up, you see not only the blue sky but also the green plants. When you get in, you will surrounded by flowers and feel peace and quiet.



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營會特色Features

2

跨領域的自然探索體驗

An Experience of Interdisciplinary Natural Exploration

依托鮮花港自然生態環境，通過體驗式學習與自然探索，去激發孩子們的創意與靈感，讓孩子開啟感官和心靈去認識自然。

同時，依據聯合國可持續發展目標（SDGs）中的“可持續城市和社區、良好的健康和福祉”而設計的、以可持續發展為主題的驅動性問題，將貫穿營會始終。

The natural environment in the Flower Port will engage all the senses of children. Through experiential learning and natural exploration, children's creativity and inspiration will be stimulated. Children will open their hearts and learn about the nature world.

At meanwhile, the driving question designed from the 11th goal of “United Nations Sustainable Development Goals” — “Make cities and human settlements inclusive, safe, resilient and sustainable.” will remain constant in this camp.



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營會目標Goals

獲得關於昆蟲酒店的知識

Obtain Knowledge Of Insect Hotel

昆蟲酒店的主題和定位 Theme & positioning

昆蟲酒店內居住的昆蟲和服務 Target audience & service plan

如何設計昆蟲酒店的內部結構 Interior Design

昆蟲酒店的標牌制作 Branding & promotion

如何搭建昆蟲酒店 Architecture planning



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基於問題的學習 Problem-Based Learning

我們將注意力集中於現實生活中的實際解決方案。所有活動都有各種問題，而且這個問題可能有壹些限制，需要提供各種解決方案。在有趣的挑戰氣氛下，實施和評估所有這壹切，選擇最好的方法。

We will focus on practical solutions in real life. Every activity there are issues to be addressed. Some issues may have restrictions, and we have to figured out the solutions. In an interesting, relaxing and challenging atmosphere, children will execute and assess all different solutions, and choose the best one.

激發創意 Creativity Stimulation

老師們通過巧妙的問題來激發妳的創造力，在小組活動中，大家通過互動與建議來討論解決問題的方法。充分發揮妳的創意。

Teachers will stimulate your creativity via smart questions. During group activity, campers will talk about the solutions to the problems through interactions. Just using your creativity!

團隊合作 Teamwork

通過設計的課程，營員將不得不在團隊中分享想法和解決問題。在壹起工作中遇到問題，如何讓去協調相互矛盾的意見，所有這些都是現實生活中需要去面對的。

In this course, campers have to share their thoughts and solutions to others. In the real world, you will learn how to resolve or harmonize contradictions when working together in groups.

課程背景

昆蟲是2/3的有花植物的花粉傳播者，對於維持動植物生態圈平衡有著至關重要的作用。對於人類而言，昆蟲的重要性也是無法估量的，昆蟲不僅分解大量的廢物，它的產物也是人類食物與工業的原料。

而然根據調查研究，**在過去的600萬年中，有4.4萬昆蟲物種從我們的地球消失。**如果妳覺得這個數據很小，其實4.4萬只物種已經幾乎是所有記錄在冊的哺乳動物的數量的十倍。

昆蟲對人類來說，是至關重要的生存“夥伴”。**科學巨擘愛因斯坦曾經反復告誡人們，一旦蜜蜂滅絕，人類最多只能再活4年。**

Course Background

Insects are pollinators of almost 2/3 of the flowering plants. They are crucial to sustaining the balance of flora and fauna ecosystem. To human beings, the importance of insects is invaluable. They can break up the waste. Also, their products are raw material for human food and industry.

According to research, **during the past 6 million years, 440,000 species of insects have become extinct from the earth.** If you think this number is not that large, let me tell you that 440,000 is 10 times the number of all recorded species of mammals.

To human beings, insects are crucial living partners. **As Einstein said, if the bee disappeared off the face of the earth, man would only have four years left to live.**



“昆蟲酒店”的概念

“昆蟲酒店”的概念源於英國土地公司與倫敦金融城共同發起的邀請眾多知名設計公司共同參與的“昆蟲旅館”建築設計比賽。最終贏得比賽的建築公司Arup Associates的負責人坦言：“很多昆蟲天生就是建築師。人類曾在建築領域不斷向昆蟲偷師。而在環境日益惡化的今天，建築師作為回饋為昆蟲設計酒店，通過這樣壹個比賽讓更多人知道保護昆蟲的義務，具有相當重要的社會意義。”

The concept of “Insect Hotel”

The concept of “Insect Hotel” originates from ‘Beyond the Hive’, a bug hotel contest sponsored by British Land and the City of London. Many famous designers are asked to propose a sustainable “insect hotel” for City of London Parks. The principal of the final winner Arup associates says, “Many insects are inborn architects. Human beings have learned from insects in the field of architecture. Nowadays, with the ever-worsening environment, architects design hotels for insects in return. This is of great social significance to let more people know about the duty to protect insects through such a competition.”



營會安排Arrangements



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DAY 1	
上午 A.M.	營地集合，簽到、發行前裝備、分配房間、放置行李 Gather, sign in, distribute equipments, assign room
	開營儀式，認識同伴，分組破冰，開啟昆蟲酒店設計師駐地之旅。 Opening Ceremony, know your peers
下午 P.M.	百科講堂。Wiki Lecture
	探索俱樂部。Explorers' Club
	設計學院。School of Design
晚上 Night	昆蟲影院。 Cinema Insect
DAY 2	
上午 A.M.	自然靈感站。Nature Inspiration Stop
	自然材料感知及創作。 Creative Work Using Natural Materials
下午 P.M.	頭腦風暴。Brainstorming
	酒店標牌設計與製作。 Design And Make Hotel Sign
	漲知識。 Get Some Knowledge
晚上 Night	皮影故事派對。 Shadow puppet Party
DAY 3	
上午 A.M.	昆蟲酒店實體製作 Build Insect Hotel
	拍攝昆蟲酒店宣傳大片 Insect Hotel Propaganda Photo Shoot
下午 P.M.	講解與分享，驗收 Talk And Share
	結營儀式，頒發勳章 Completion Ceremony

第一天 Day 1

營地集合、簽到 Gather & Sign In

上午 A.M. 開營儀式，開啟昆蟲酒店設計師駐地之旅。Opening Ceremony

破冰遊戲 Ice Breakers



第一天 Day 1



文化傳播



上午
Morning



第一天 Day 1

百科講堂。Wiki Lecture

下午 P.M. 探索俱樂部。Explorers' Club

設計學院。School of Design



第一天 Day 1



文化傳播



下午
Afternoon



第一天 Day 1

晚上 Night 昆蟲電影院。 Cinema Insect



第一天 Day 1



文化傳播



晚上
Night



第二天 Day 2

上午 A.M.

自然靈感站。Nature Inspiration Stop

自然材料感知及創作。Creative Work Using Natural Materials



第二天 Day 2



文化傳播



上午
Morning



第二天 Day 2

頭腦風暴。Brainstorming

下午 P.M. 酒店標牌設計與制作。Design & Make Hotel Sign

漲知識。Get Some Knowledge



第二天 Day 2



文化傳播



下午
Afternoon



第二天 Day 2

晚上 Night 皮影故事派對。Shadow puppet Party



第二天 Day 2



文化傳播



晚上
Night



EDUCATE · EXPLORE · GROW
BOOM 子弹哥哥很好奇

第三天 Day 3

昆蟲酒店實體制作。 Build Insect Hotel
上午A.M. 拍攝昆蟲酒店宣傳大片。 Insect Hotel Propaganda Photo Shoot



第三天 Day 3

下午 P.M.

講解與分享，驗收 Talk And Share

結營儀式，頒發勳章 Completion Ceremony



第三天 Day 3



文化傳播



第三天 Day 3



文化傳播



安全保障 Safety Assurance



✓ 封閉式環境 Enclosed Environment

課程地點、活動區域、住宿區域，均為包場，確保每個孩子的安全。

We book the whole course site, activity area, living area in order to ensure the safety of children.

✓ 全程微信直播 Broadcast Live via WeChat

從孩子離開家長的那刻起，我們將會在家長群內以圖文/小視頻的方式做全程的活動直播。晚上為孩子們安排與家長視頻/電話的時間。

From the moment the children left home, we will start streaming via WeChat, and share photos and videos throughout the camp. We will arrange the children make phone calls/video chats with parents at nights.

✓ 師資配比1:4 Teacher-student Ratio 1:4

高配比的專業師資團隊，尊重每壹位孩子的成長節奏，給予孩子最貼心最專業最有愛的陪伴。

We have high teacher-student ratio. We will do our best to provide the most thoughtful, the most professional, and the most loving company to the children.

✓ 意外保險購買 Accident Insurance

全程為孩子們提供120萬/人的意外保險；

We provide accident insurance (1,200,000 RMB per person).

活動最多參與人數： 20

師資配比： 1： 4

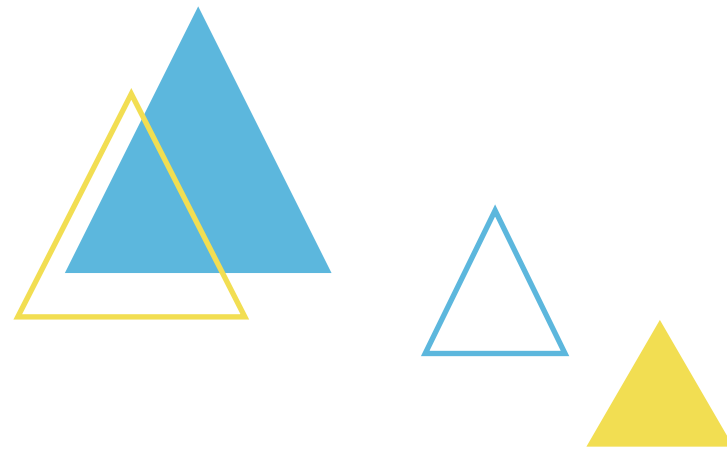
Maximum participants: 20

Teacher-student Ratio: 1:4

成團說明：

如報名人數少於12名學員，本公司有權取消此次課程活動。課程全程無自費項目，如學員需採購紀念品，費用自付。

Tongshi Culture reserves the right to cancel the course in case there are fewer than 12 participants on the day of deadline. There is no extra expense during the whole program unless students want to pay for personal souvenirs at their own expenses.



謝謝觀看！
Thanks for viewing!