

2025 Innovation in Design Education Seminar: "Design, Innovative Education, Empowering the Future"

On January 10, 2025, students from MScATB participated in the 2025 Innovation in Design Education Seminar hosted by Academy of Arts & Design, Tsinghua University, Training Center Academy of Arts & Design, Tsinghua University, Art & Science Research Centre, Tsinghua University, Tsinghua University – Tsingshang Joint Institute for Smart Scene Innovation Design, and Tsinghua (Qingdao) Academy of Arts and Sciences Interdisciplinary Education Innovation Laboratory. The seminar was also co-hosted by Lingnan University Faculty of Business and Dr Raymond Wong Research Centre for Arts Technology and Business. This seminar was successfully held at Tsinghua University and brought together many outstanding representatives from the academic field and expert scholars, attracting approximately 100 participants.



Ms. Xie Qihong, Director of Training Center Academy of Arts & Design Tsinghua University, delivered the opening speech for this seminar. This seminar serves as a rich gathering of knowledge and inspiration, bringing together the intellectual sparks of education experts and designers. It offers a forward-looking perspective on how design thinking can reshape educational models, guiding the way for educational reform. Through keynote speeches and roundtable discussions, it explores the practical application of innovation in design education, promoting the collision and integration of ideas from various fields such as education, design, and technology, inspiring new ideas for future education.



At the beginning of the keynote speeches, distinguished mentors from various fields shared their experiences and perspectives in areas such as business, art, and technology, broadening the students' perspectives. The discussions, characterized by intelligence and forward-thinking, deeply impressed upon the students the significance of the integration of art, technology, and business. This integration is not only crucial for driving creative development but also an important force for future social change.



Prof. Wu Qiong, Tenured Professor of Academy of Fine Arts, Tsinghua University, and Vice President of Tsinghua Tsingshang Joint Institute for Smart Scene Innovation Design, delivered a keynote speech on "New Collaboration in the Intelligent Era," emphasizing to students the importance of continuously mastering new tools and adopting new ways of thinking.



Prof Jin Jiangbo, Executive Dean of Shanghai Academy of Fine Arts delivered a keynote speech on "Cultural Heritage and Data Narratives," discussing the digitalization of cultural heritage. He emphasized the significance of employing contemporary digital technologies to enhance the preservation and dissemination of traditional cultures, marking it as an essential trend in safeguarding cultural heritage.



Prof Qin Jingyan, Vice Dean of the School of Intelligent Science and Technology at University of Science and Technology Beijing delivered a keynote speech on "Integrating Intelligent-Driven Quantum Thinking and Education within the Framework of Data Ecological Civilization," breaking through the limitations of traditional design thinking and encouraging students to explore creations by greater uncertainty and diversity.



Prof. XIE Nina (Assistant Professor, Programme Director of Master of Science in Arts Technology and Business, Lingnan University) delivering a keynote speech titled "Navigating the New Landscape Under the EU Artificial Intelligence Act (AI Act 2024)," alerted students to the critical need to focus on legal and ethical considerations in their upcoming studies and practices.

Roundtable Discussion

The roundtable discussion explored how design can elevate the social value of brands, fueled by a dynamic clash of ideas. Business leaders and mentor entrepreneurs shared insights from their experiences in art and design, brand development, and marketing strategies from a commercial viewpoint. They explored the integration of artistic design with business objectives and how strategic design could enhance a company's competitive edge. The dynamic exchange of varied perspectives and the interplay of different fields culminated in a compelling roundtable discussion.



Creative Arts Integration · Cross-disciplinary Enlightenment	
Moderator	Prof Qin Jingyan
Mr Ma Long	Chief Architect of Beijing Institute of Architectural Design AMA Art Studio Chief Architect
Mr Li Nan	Director of the China Philharmonic Orchestra General Manager of Poly Culture Group Co., Ltd.
Prof Xu Fei	Researcher at Key Laboratory of Traditional Arts and Materials Research and Culture and Tourism, Tsinghua University
Ms Wang Jiayi	Founder of R+ Production



Art and Business Integration: Value Innovation	
Moderator	Prof Jin Jiangbo
Ms Pei Yu	Private Banker
Mr Wang Yizhe	Vice President of the Hong Kong Young Scientists Association Vice President of the Hong Kong Microelectronics Association
Ms Wei Liyang	Founder of Chatham Maison Art Research and Exchange Center and Wei Gallery
Ms Qian Jin	Former Managing Director of Sotheby's
Ms Xie Yinuo	Founder CEO of Tianchen Times Culture and Art Development Co., Ltd



Intelligent Art Interaction: Exploring the Future	
Moderator	Prof XIE Nina
Ms Liu Songling	Chief Representative and General Manager, Greater China of RGF Environmental Group, Inc. Beijing Representative office
Mr Zhang Boqing	Chairman of the Board of Directors, Beroni Group Limited
Mr LYU Jigang	Vice President of BOE Ewin
Mr Xie Shu	Chairman of China Green Hydrogen Technology Development Co., Ltd
Mr Aaron Fu	Co-Founder of AHA META