

## 昆山杜克大学校企协同创新平台\_挑战项目详情

<b>合作方信息</b>			
机构名称:	壹知半见		
机构类型:	企业		
官网 / 官方账号链接:			
联系人:	Lily 李美		
<b>项目信息</b>			
项目类别:	创意媒体类		
预期开启时间	2026 年 2 月	预计结束时间	2026 年 7 月
<b>合作伙伴介绍:</b> 壹知半见以空间为载体, 以创造力与文化力为驱动, 探寻叙述城市文化的新视角, 致力于为城市文化赋能, 推动艺术与文创的可持续发展。壹知半见希望以构建“共益”价值为核心的商业模式, 立足善意、美好与可持续发展的愿景, 持续反思并践行人文商业的新定位。  壹知半见, 累计孵化品牌 50 个, 聚集 100 多位主理人及手作品牌, 主办运营智合市集 5 期, 以及发起多期主题策展及快闪。旨在无限靠近可持续、自造血的城市生活方式;构建一个具有想象力、有温度的在地人文商业生态——让商业善意生长, 让文化自然新生, 让城市人文在可持续商业的推动中共益共荣。			
<b>项目概述:</b>  该项目旨在通过策划与执行 <b>中式美学</b> 主题市集, 将学生的创意实践与昆山本地文化场景相结合, 打造一个兼具文化表达、社区参与与实践能力培养的平台。市集将围绕“新中式生活方式”“东方审美的日常呈现”等主题展开, 学生既可与现有 DKU 茶社团联动, 策划茶文化体验环节, 也可独立设计摊位, 展示手作、艺术创意或文化产品。整个过程涵盖策划、运营到现场执行, 实现对学生文化创意实践能力、项目管理能力及跨团队协作能力的综合锻炼。			

**合作方支持与资源：**

1. 场地与设施支持：提供适合市集活动的空间，包括摊位区域、展示区、茶文化体验区，以及基础的桌椅、电源、遮阳或棚架等设施（视项目进度而定）。
2. 品牌与宣传资源：利用壹知半见的渠道（社交媒体、社区网络、线下活动资源）进行市集宣传，提高活动曝光度，吸引更多社区和学生参与。
3. 专业指导与内容资源：提供中式美学、文化创意、茶艺等方面的专家指导，分享行业经验或设计理念，帮助学生优化市集策划和产品呈现。
4. 社区与合作网络：协助对接本地艺术家、手作品牌、文化社团等资源，为学生摊位或体验环节提供更多联动机会。

**其他说明（如照片）：**

## DKU Co-Innovate Platform\_Challenge Information

<b>Partner Information</b>			
Organization Name:	Daily Tea		
Organization Type:	Corporate		
Website / Official Account Link(s):	/		
Contact Person:	Lily Li		
<b>Project Information</b>			
Project Category:	Creative Project		
Expected Start Date:	February 2026	Expected End Date:	July 2026
<p><b>Brief Partner Info:</b></p> <p>Daily Tea uses physical space as a carrier and creativity and cultural power as its driving force. It explores new perspectives for narrating urban culture, aiming to empower city culture and promote the sustainable development of art and cultural creativity. Centered on building a “co-benefit” value-based business model, Daily Tea continuously reflects on and practices a new positioning for humane commerce grounded in goodwill, beauty, and sustainability.</p> <p>To date, Daily Tea has incubated 50 brands, brought together over 100 founders/curators and handmade brands, hosted five editions of Zhihe Market, and launched multiple themed exhibitions and pop-up events. It seeks to move ever closer to a sustainable, self-sustaining urban lifestyle and to build an imaginative and warm local ecosystem of humane commerce - where goodwill in business can grow, culture can regenerate naturally, and urban humanistic values can thrive through sustainable commerce.</p>			
<p><b>Project Overview:</b></p> <p>This project aims to design and execute a Chinese-aesthetics-themed market by combining students' creative practice with local cultural scenes in Kunshan, building a platform that integrates cultural expression, community participation, and capability development. The market will revolve around themes such as “New Chinese Lifestyle” and “Everyday Expressions of Eastern Aesthetics.” Students may collaborate with the existing DKU tea club to design tea-culture experience sessions and may also independently design booths and experience sessions. Through the full project cycle—planning, operations, and on-site execution—students will strengthen skills in cultural-creative practice, project management, and cross-team collaboration.</p>			

**Partner Support & Resources:**

1. Venue and Facility Support: Provide an event space suitable for the market, including booth areas, display zones, and a tea-culture experience area, along with basic tables/chairs, power supply, and shading/tent structures (subject to project progress).
2. Branding and Publicity Resources: Promote the market through Daily Tea channels (social media, community networks, and offline event resources) to increase visibility and attract broader community and student participation.
3. Professional Guidance and Content Resources: Provide expert guidance in Chinese aesthetics, cultural creativity, and tea culture; share industry experience and design concepts to help students refine market planning and product presentation.
4. Community and Partner Network: Support connecting local artists, handmade brands, and cultural communities to create more linkage opportunities for student booths and experience sessions.

**Additional Notes** (e.g., photos):