

模德-亚太设计中心简介

MT-Asia Pacific Architecture Introduction

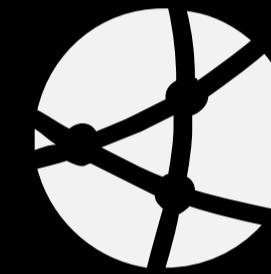
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architexture
design consultancy

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Market Driven



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Advantages



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中心目标
Target



architexture
design consultancy

关于我们

About Us

全球工厂 Global Factories



Standex Engraving Group



Standex Engineering Technologies



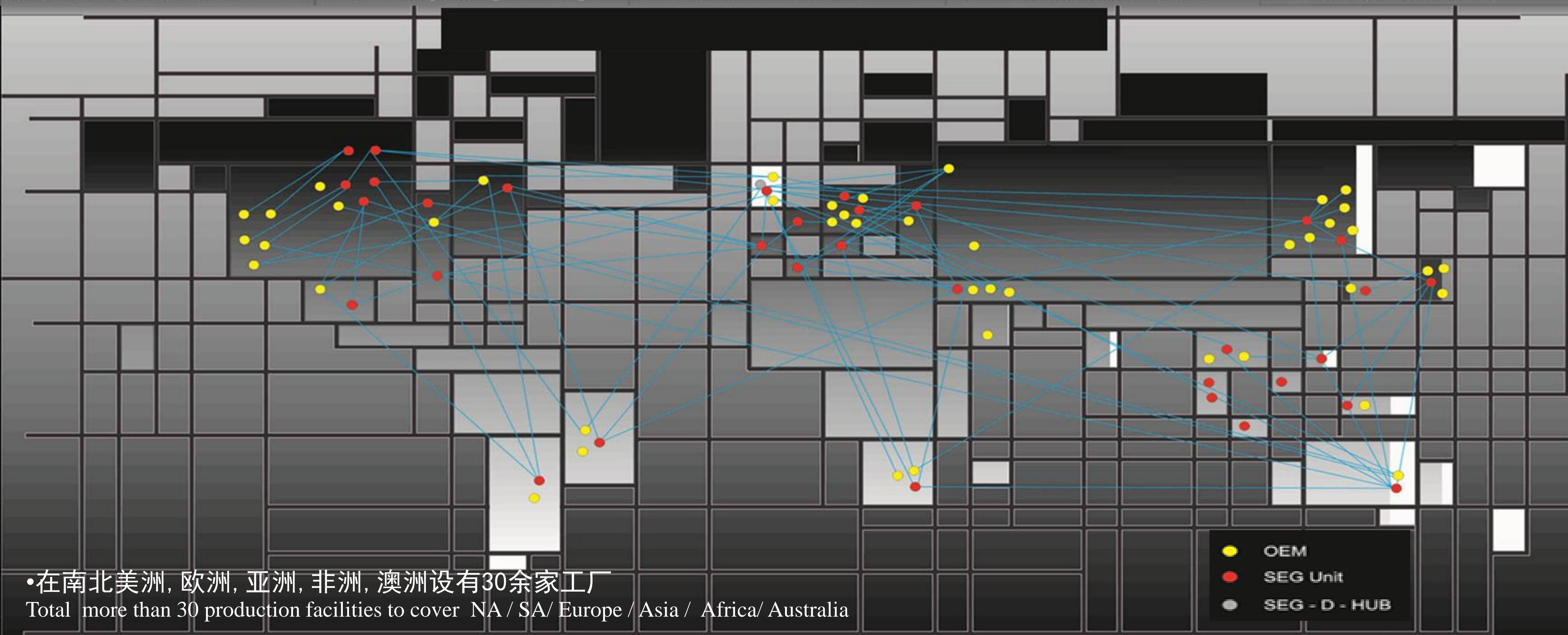
Standex Electronics Group

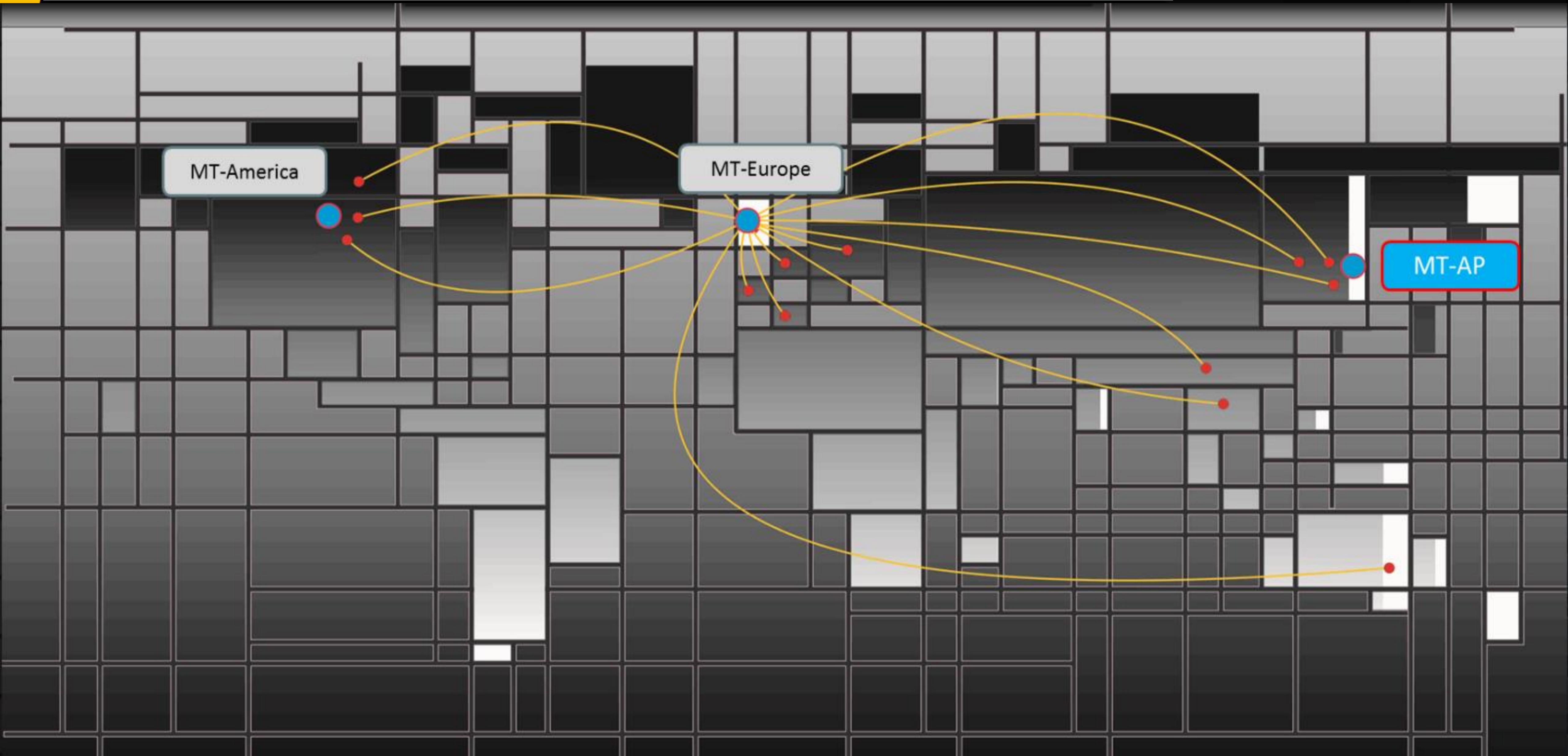


Standex Food Services Group



Standex Hydraulics Group



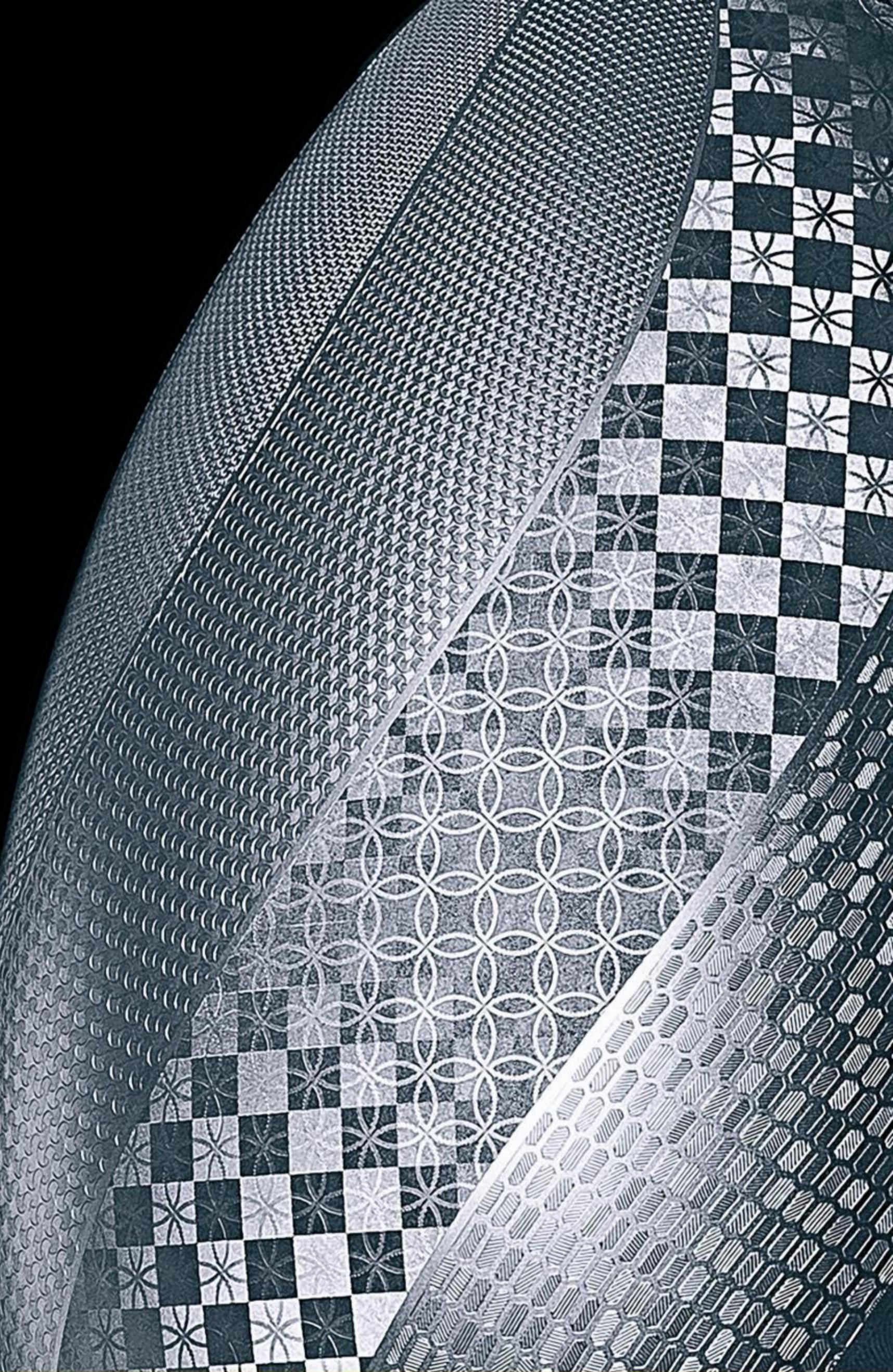




ar chi tex ture

noun

1. The art or practice of designing and creating textures. 设计和创造纹理的艺术或实践
2. To customize the design of textures to specifically fit surface forms and underscore brand identity. 自定义设计纹理以满足特殊的表面形式，着重强调品牌标识





architexture
design consultancy

市场驱动

Market Driven

纹理传统开发模式

Traditional model of Texture development

传统模式
Traditionally

纹理供应商
Vinyl material suppliers

提供有纹理的材料
Create Textured Material

设计和生产这种材料非常昂贵
Material Very Expensive to
Design & Produce

**主机厂选择这些带纹理的样板用来复制各种工
艺的纹理**

Bought by OEM's for
Trimming & Ni Tooling

颜色&材料设计师只能在现有材料中选择
Color & Materials Designers
can only chose existing materials

设计一成不变
Little Aesthetic Variation

造就保守传统的趋势
Conservative Trend



通过复制纹理对模具的雕刻

Copied by Mold Tool Engravers

Standex 集团生产工程
Production Engineering

模具雕刻
化学腐蚀&激光雕刻
Mold Tool Engraving /Traditional &Laser

压辊雕刻
化学腐蚀&激光雕刻
Roller Engraving /Traditional &Laser

镍壳
化学腐蚀&高端激光雕刻
Nickel Shell Tooling/Traditional &Advanced

压辊皮革的钢板
化学腐蚀&高端激光雕刻
Leather Emboss Plates/Traditional &Advanced

硬塑料件

Hard plastic Components

PVC装饰零部件

Vinyl trimmed components

皮革包覆的零部件

Leather Trim

**搪塑&阴模吸塑样皮包
覆的样本**

Slush &IMG soft feel interior trim

钢质部件的纹理装饰

Embossed Metal Trim

.....

产品演变的趋势

Evolutionary Trends

市场驱动

Market Driven

品牌认知度

Brand Recognition

产品差异化

Product Differentiation

快速流行周期

Rapid Trend Cycles

变化 & 流动性

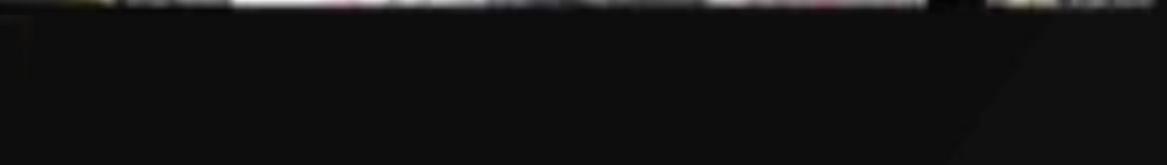
Variation & Fluidity

突出的品质感知

Highlighted Quality Perception

成本效益化

Cost Effectiveness



需要的解决方案

Required Solutions

模具雕刻

化学腐蚀&激光雕刻

Mold Tool Engraving /Traditional & Laser

压辊雕刻

化学腐蚀&激光雕刻

Roller Engraving /Traditional & Laser

镍壳

化学腐蚀&高端激光雕刻

Nickel Shell Tooling/Traditional & Advanced

压辊皮革的钢板

化学腐蚀&高端激光雕刻

Leather Emboss Plates/Traditional & Advanced

产品演变的趋势

Evolutionary Trends

个性化

Personalized



市场驱动

Market Drivers

品牌认知度

Brand Recognition

产品差异化

Product Differentiation

快速流行周期

Rapid Trend Cycles

变化 & 流动性

Variation & Fluidity

突出的品质感知

Highlighted Quality Perception

成本效益化

Cost Effectiveness

纹理设计

Texture design

主机厂DNA纹理引领美学趋势

OEM Design DNA Lead Aesthetics

设计表面- 品牌专属

Designed surfaces-brand species specific

快速的实物呈现

Fast development realisation in physical form

无限的可能性和迭代的发展

Unlimited possibilities and iterative development

精妙与创新的纹理呈现

High fidelity laser engraving and tool innovation

提前及批量设计的纹理作为储备&主机厂相对于材料供应商也相对独立

Continual design visualisation assurance & recalibration of vendor dependence

Synthetic Materials as Perceived Quality



architexture
design consultancy

中心优势

Center's advantage

中心优势

Center's advantage



专业化设计团队—汽车纹理设计流程

Professional design team—The process of auto texture design process

start

沟通

Communication

1WEEK

沟通

Communication

与客户沟通
了解客户需求

Communication with
customers , understanding
customers' requirements



Data Input

输入

- 车型信息输入
- 市场定位
- 消费对象
- 设计意向等
- The formal input :
- Input vehicle model information
- Market position
- Consumer
- Design intention

Analysis

分析

分析同类趋势，与客
户头脑风暴
Trend analysis,
brainstorm with
customer



1WEEK

沟通
Communication

2-3WEEKS

草图
sketch

2-3WEEKS

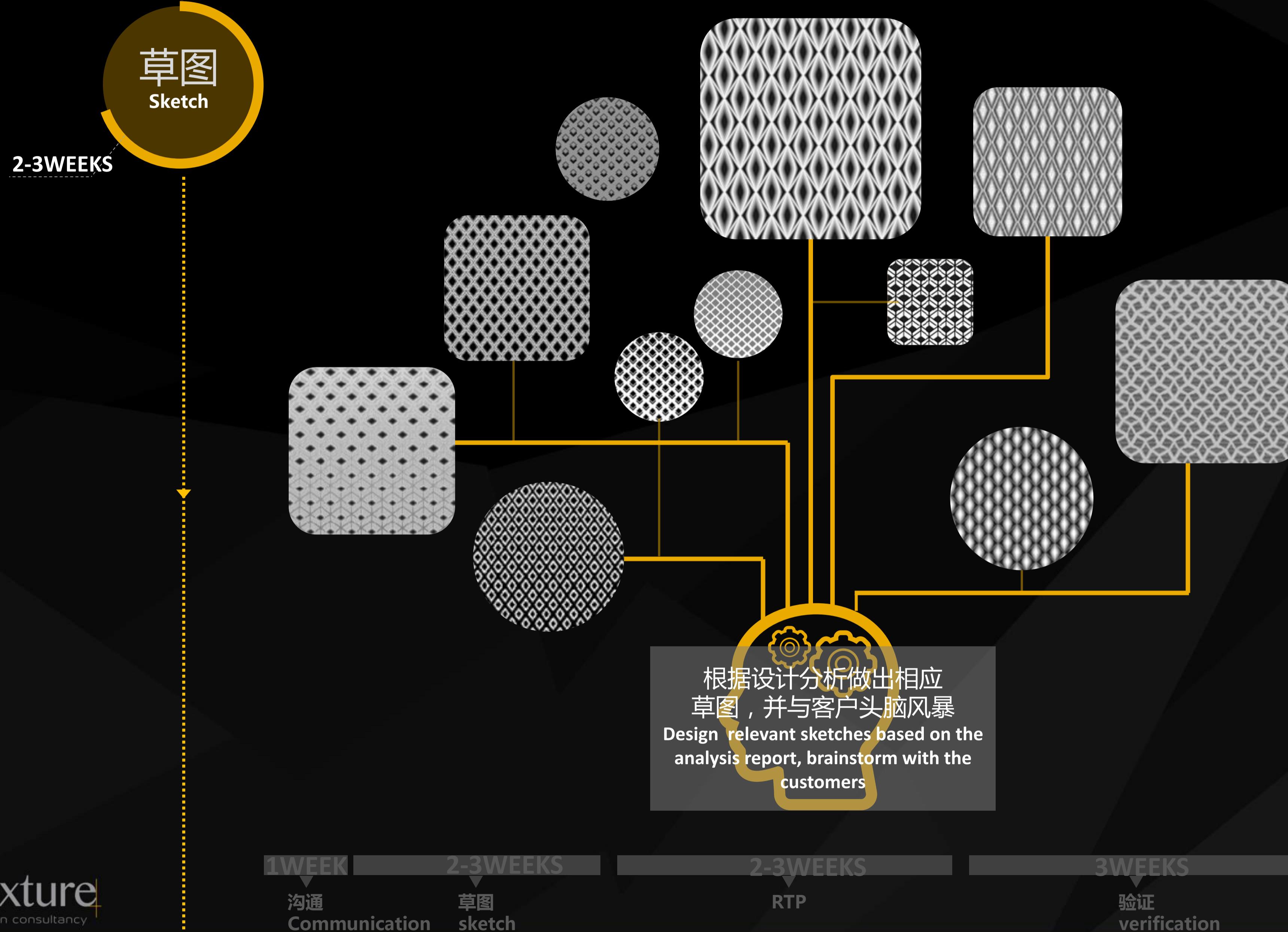
RTP

3WEEKS

验证
verification

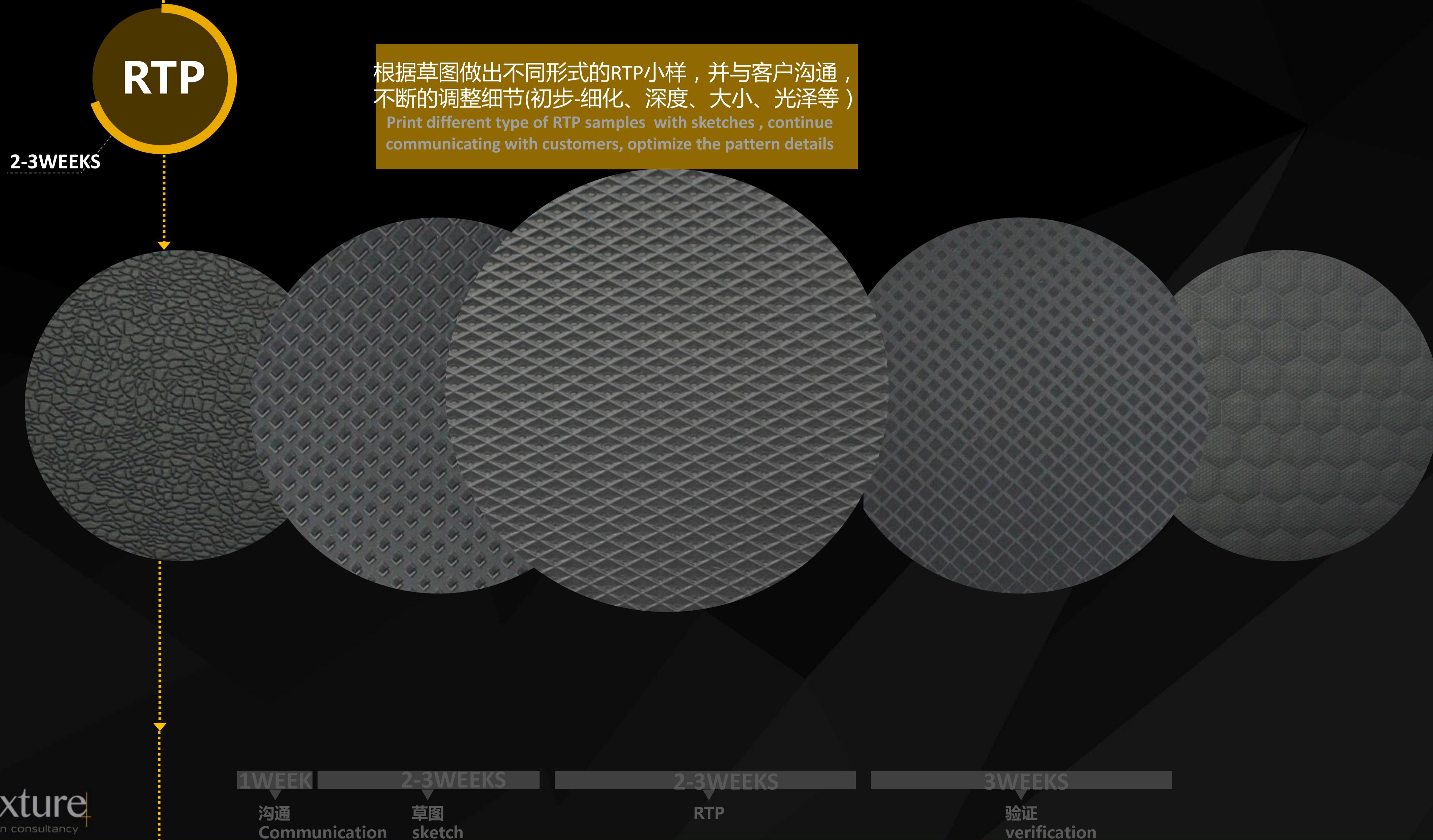
专业化设计团队—汽车纹理设计流程

Professional design team—The process of auto texture design process



专业化设计团队—汽车纹理设计流程

Professional design team—The process of auto texture design process

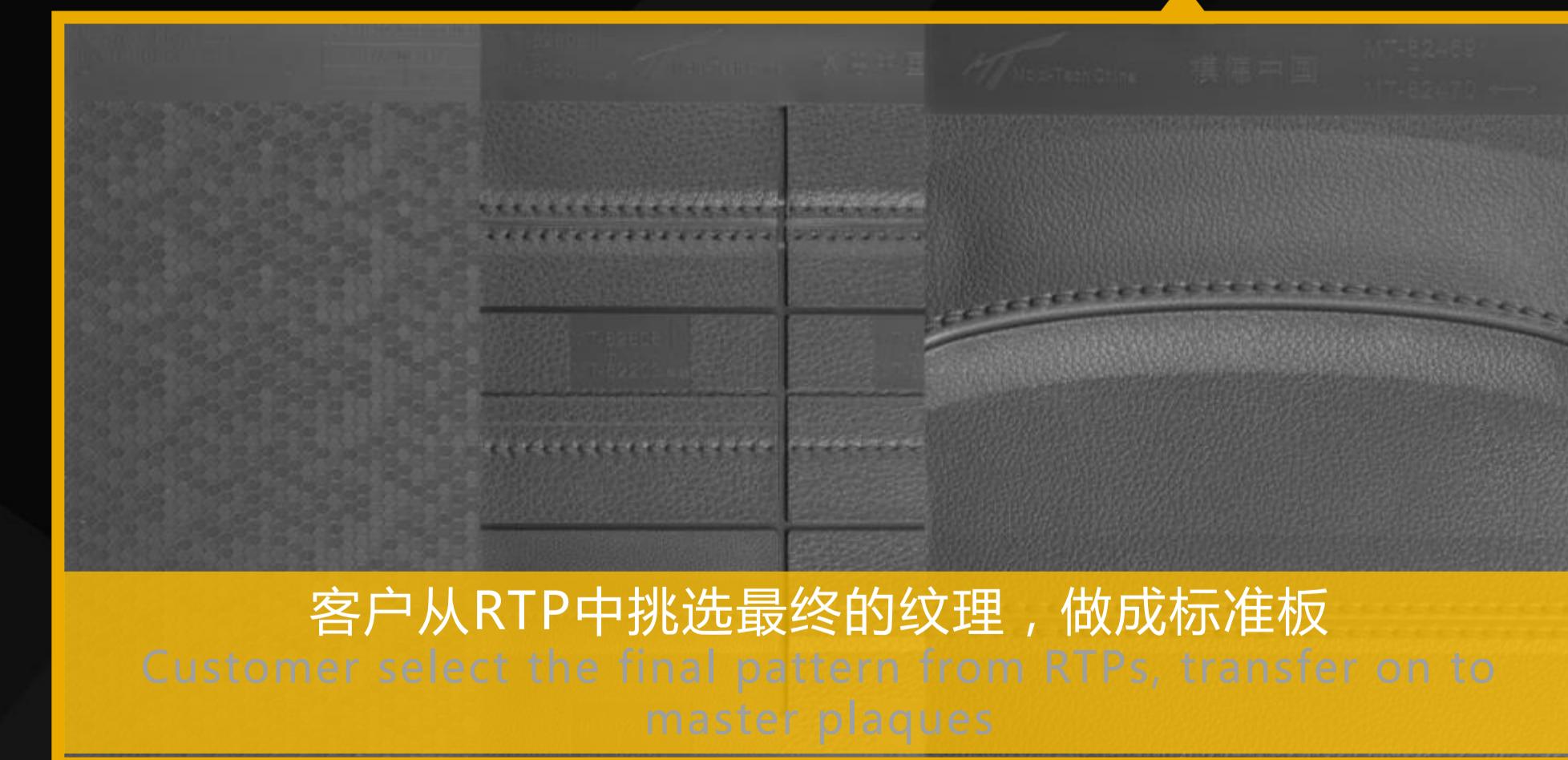


专业化设计团队—汽车纹理设计流程

Professional design team—The process of auto texture design process



3WEEKS



Master plaque
制作标准板

专业化设计团队—汽车纹理设计流程

Professional design team—The process of auto texture design process



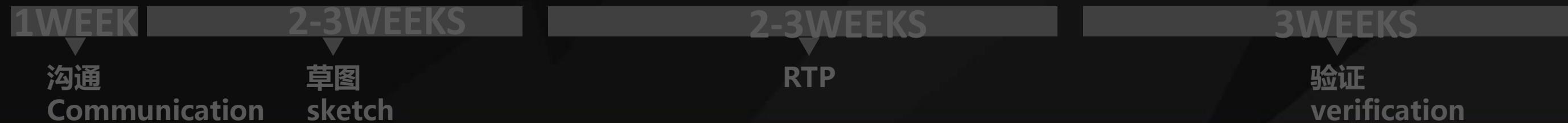
客户从标准板中挑选合适的纹理
利用不同工艺将纹理呈现在样件上验证
Customer select the suitable patterns from master plaques, verify the textures with different technology on the parts



客户从标准板中挑选合适的纹理模拟工艺包覆在油泥或样件上评审
Model tech the pattern on parts or clay model to get approval

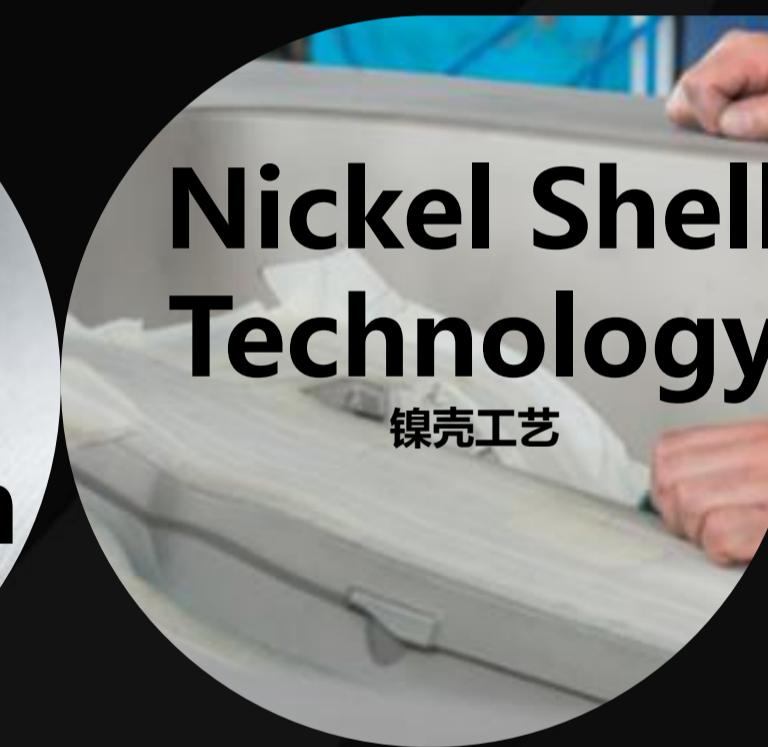
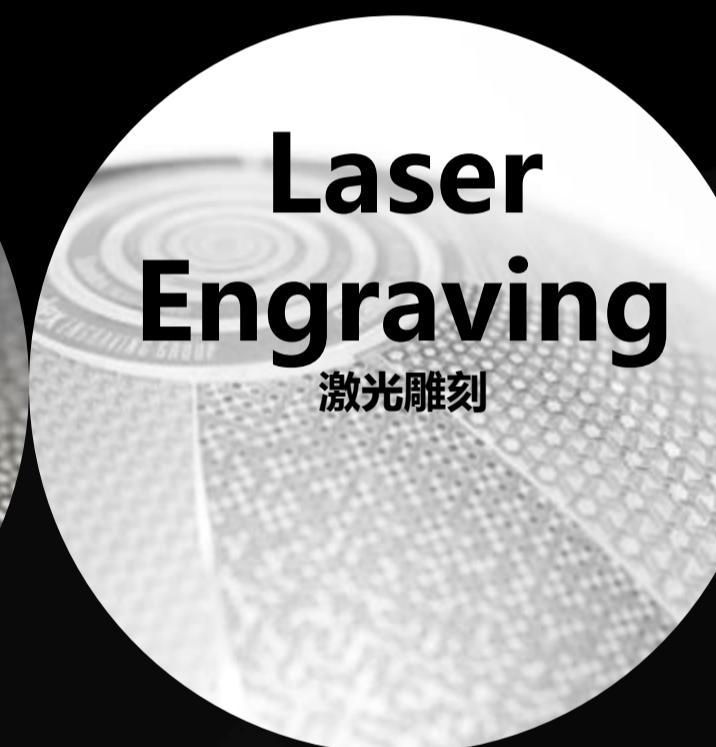
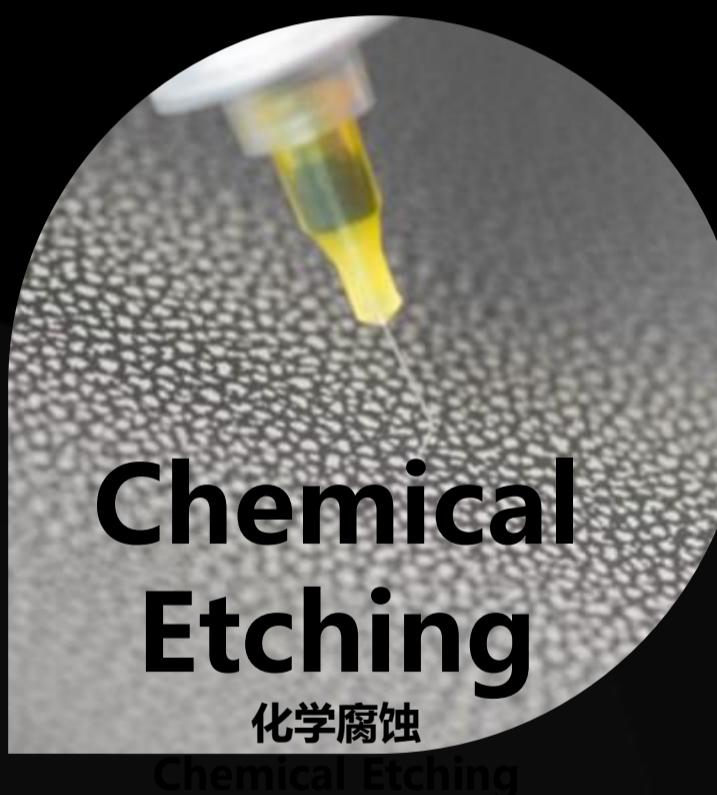
Test certificate before production 生产前试验证V3

Model Tech Samples 模拟工艺V2



专业化设计团队—汽车纹理设计流程

Professional design team—The process of auto texture design process



END

快速打印 RTP

•Rapid texturing prototype

快速纹理打印-RTP

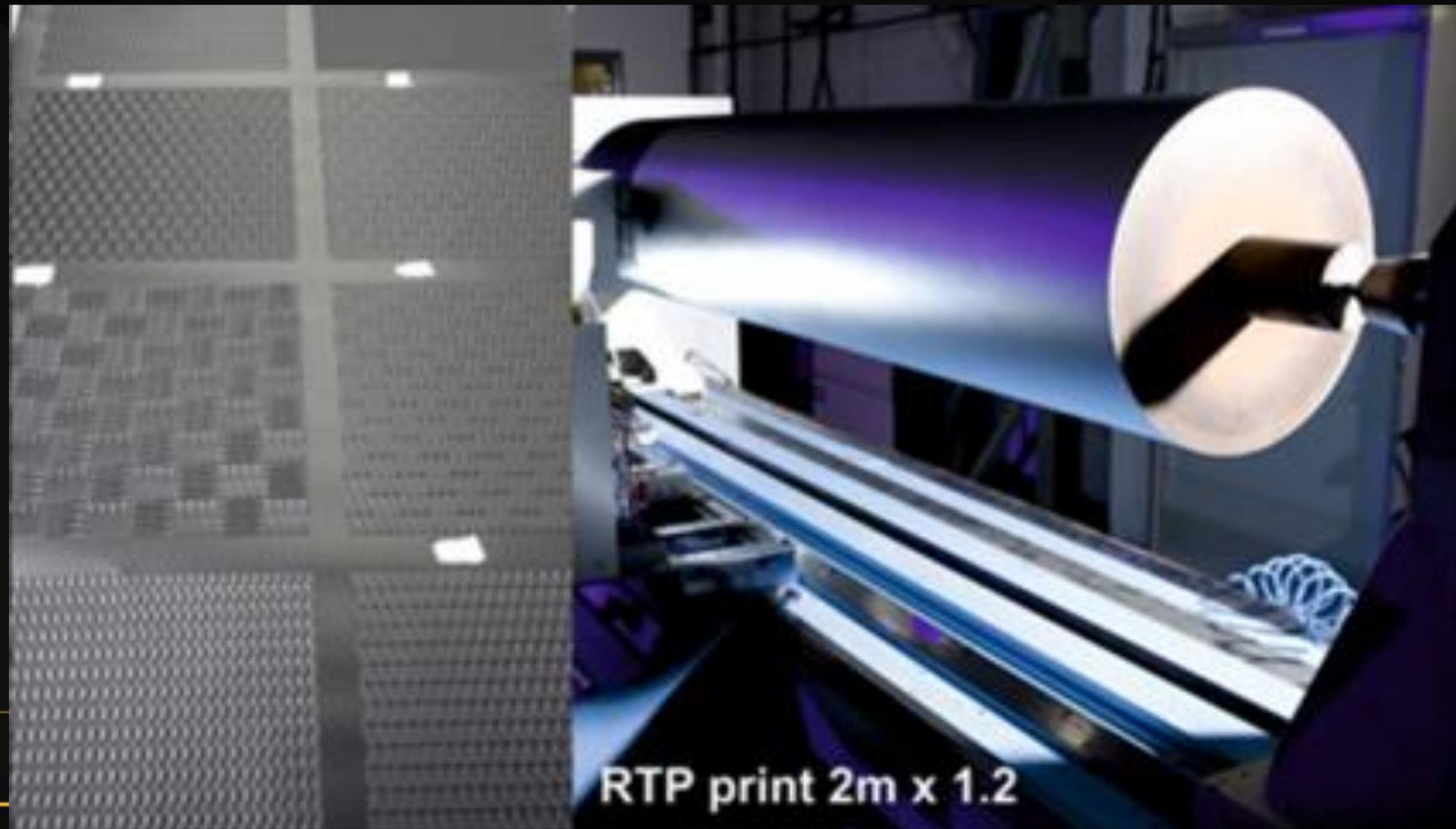
Rapid Texture Prototyping-RTP

超快的3D高分辨率打印

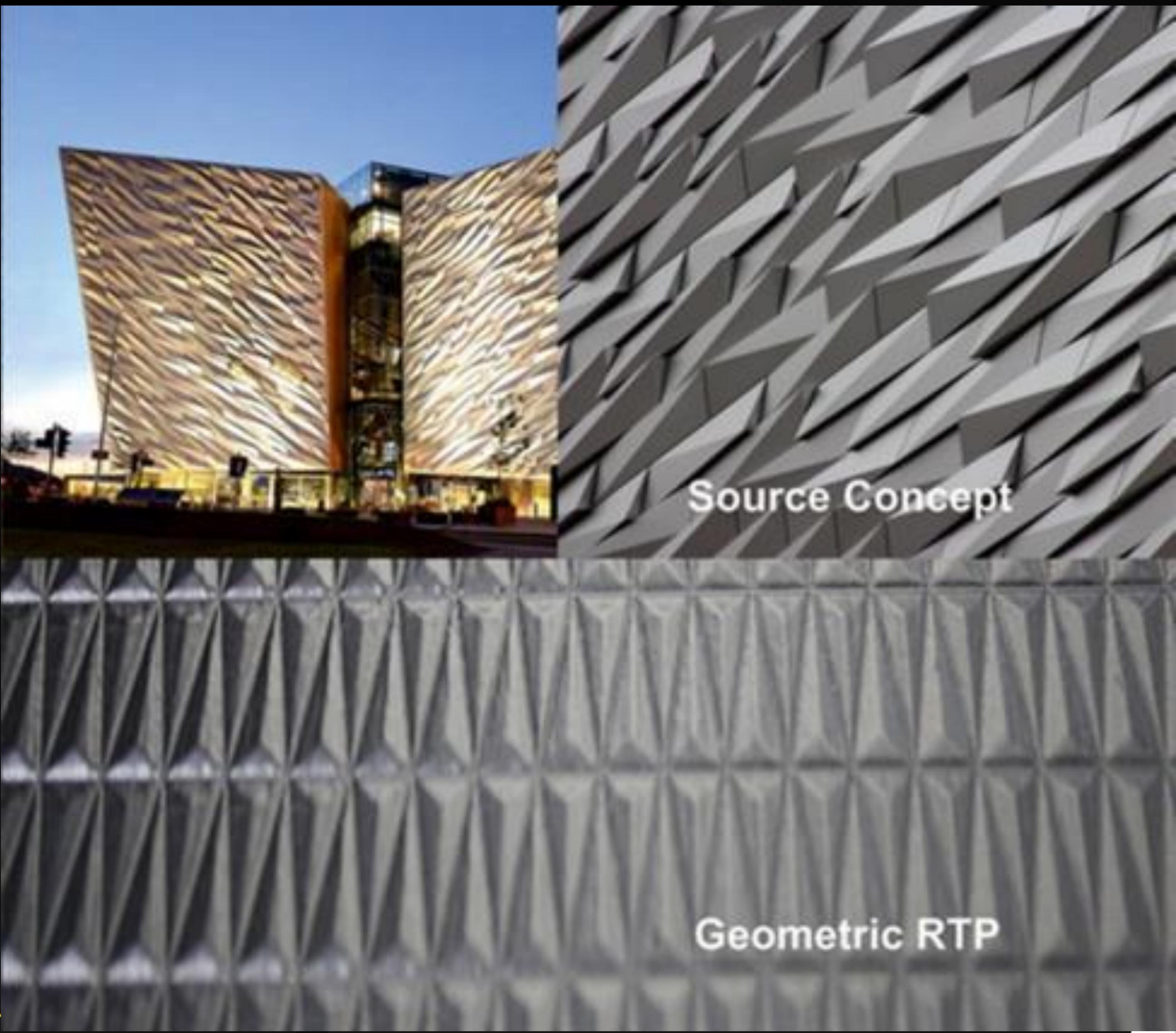
Ultra fast 3D High Resolution Printing

多种纹理同时打印

Multiple RTP's printed simultaneously



RTP print 2m x 1.2



Source Concept

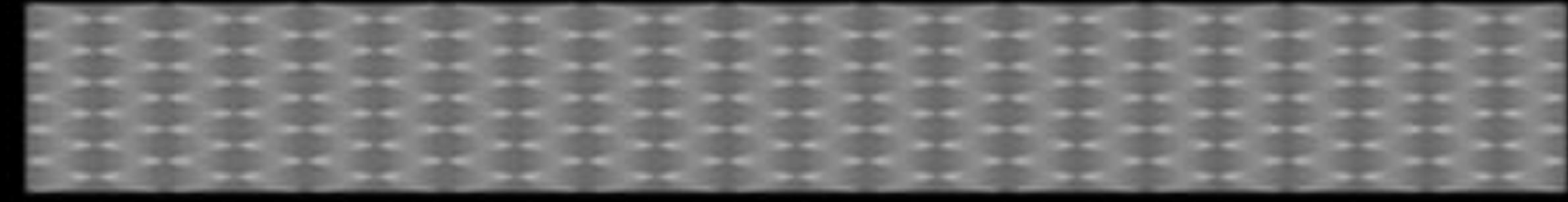
Geometric RTP

快速打印 RTP

•Rapid texturing prototype

Standex 全球激光雕刻过程的补充

Complementary to Standex worldwide Laser engraving processes



复杂的3D纹理是通过灰色色阶形成

Complex 3D geometry created by manipulation of the grey scale graphics

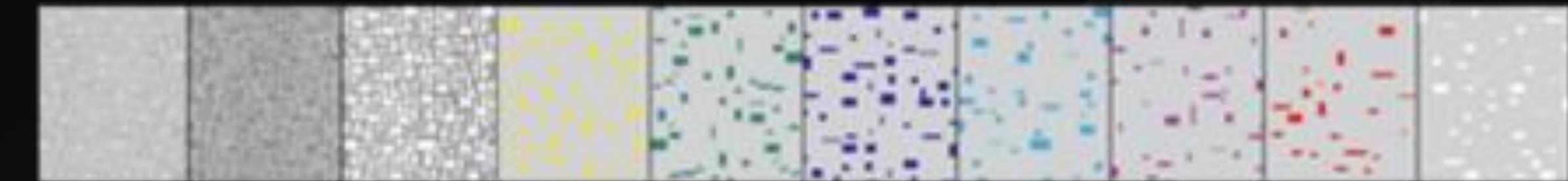


快速的纹理打印模拟激光和化学雕刻的设计原理

Rapid Texture Prototyping simulating design in Laser and Chemical engraving

Standex全球化学蚀刻过程的补充

Complementary to Standex worldwide chemical etching processes



复杂的3D纹理是通过层叠形成

Complex 3D geometry created by manipulation of the layering process



专业化设计团队—汽车纹理设计流程—Model-Tech

Professional design team—Auto texture design process—Model-Tech

新设计发展
New design development -

验证
verification

现有的设计及问题/投入展示
Existing design clinic / launch presentation

RTP打印
RTP Print

激光板
Laser Plate

PVC 样皮
Vinyl Sheet

化学腐蚀钢板
Etched Plate

硅胶翻模
Silicon Negative Tool



模拟工艺样皮0.2 > 2mm

独特有延展性的材料

可以调色

手工包覆&喷漆

可以包覆在任何物体上，像
粘土和玻璃纤维

可以包覆在SLA, PP和
ABS 等材质上

Model Tech skins 0.2>2mm thick

Unique flexible material

Color matched

Craftsman trimmed & Painted

Trimmed Clay , Ureol & Fibre Glass Trimmed Resin SLA PP&ABS etc

专业化设计团队—体系结构-汽车OEM设计过程协调

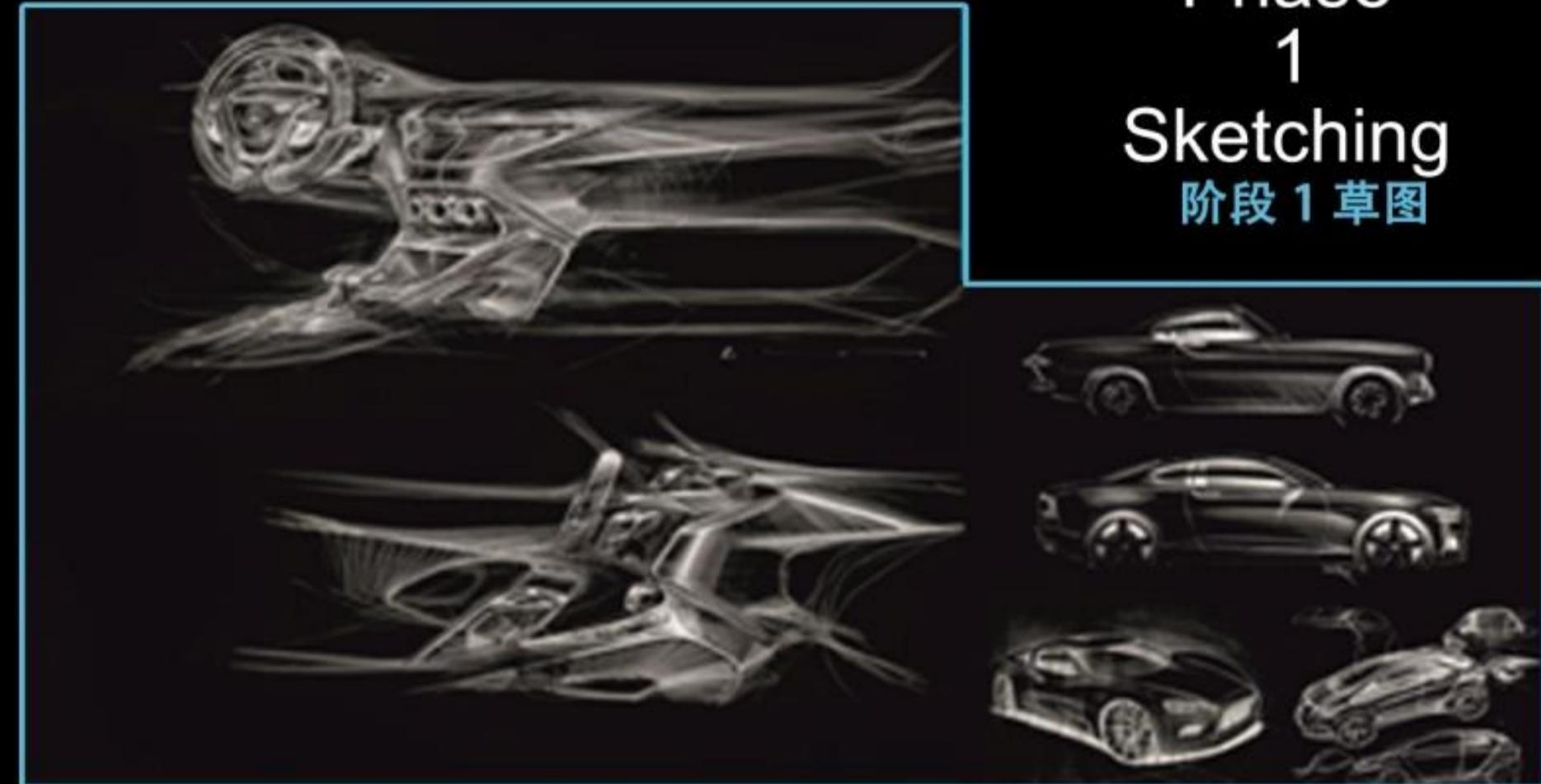
Professional design team—Architecture- Automotive OEM design process harmonisation

Design process-Concept Generation

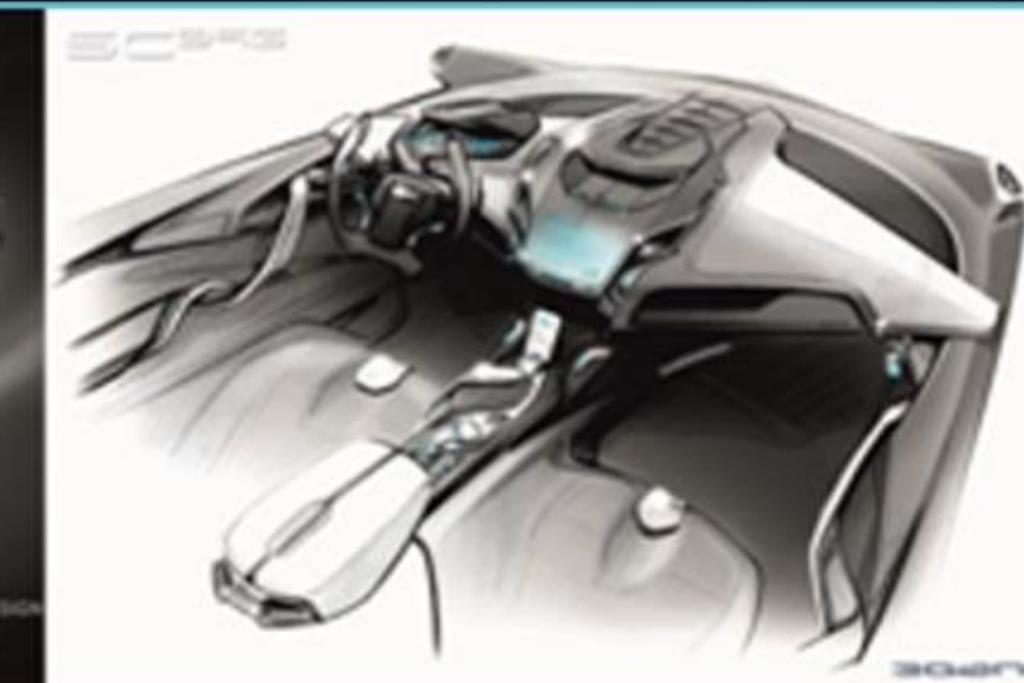
设计过程-概念产生

Phase
1

Sketching
阶段 1 草图



Concept Car
Builds
概念车开发



专业化设计团队—体系结构-汽车OEM设计过程协调

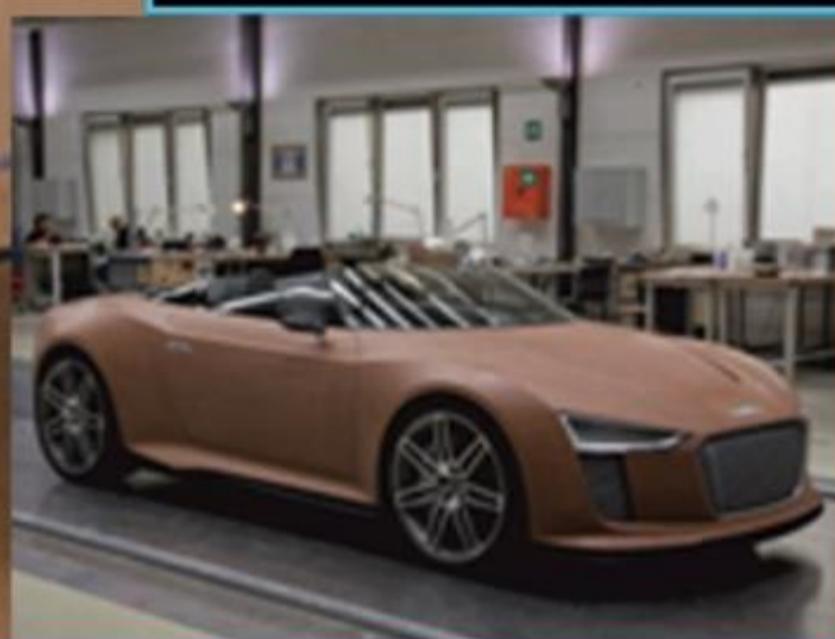
Professional design team—Architecture- Automotive OEM design process harmonisation

Design process-Concept Verification

设计过程-概念验证



Phase
2
Renfinement
阶段 2 改进



Concept Car
Builds
概念车开发



专业化设计团队—体系结构-汽车OEM设计过程协调

Professional design team—Architecture- Automotive OEM design process harmonisation

Design process-Concept Lanuch 设计过程-概念启动



Phase 3 Pre-production 阶段 3 预-生产

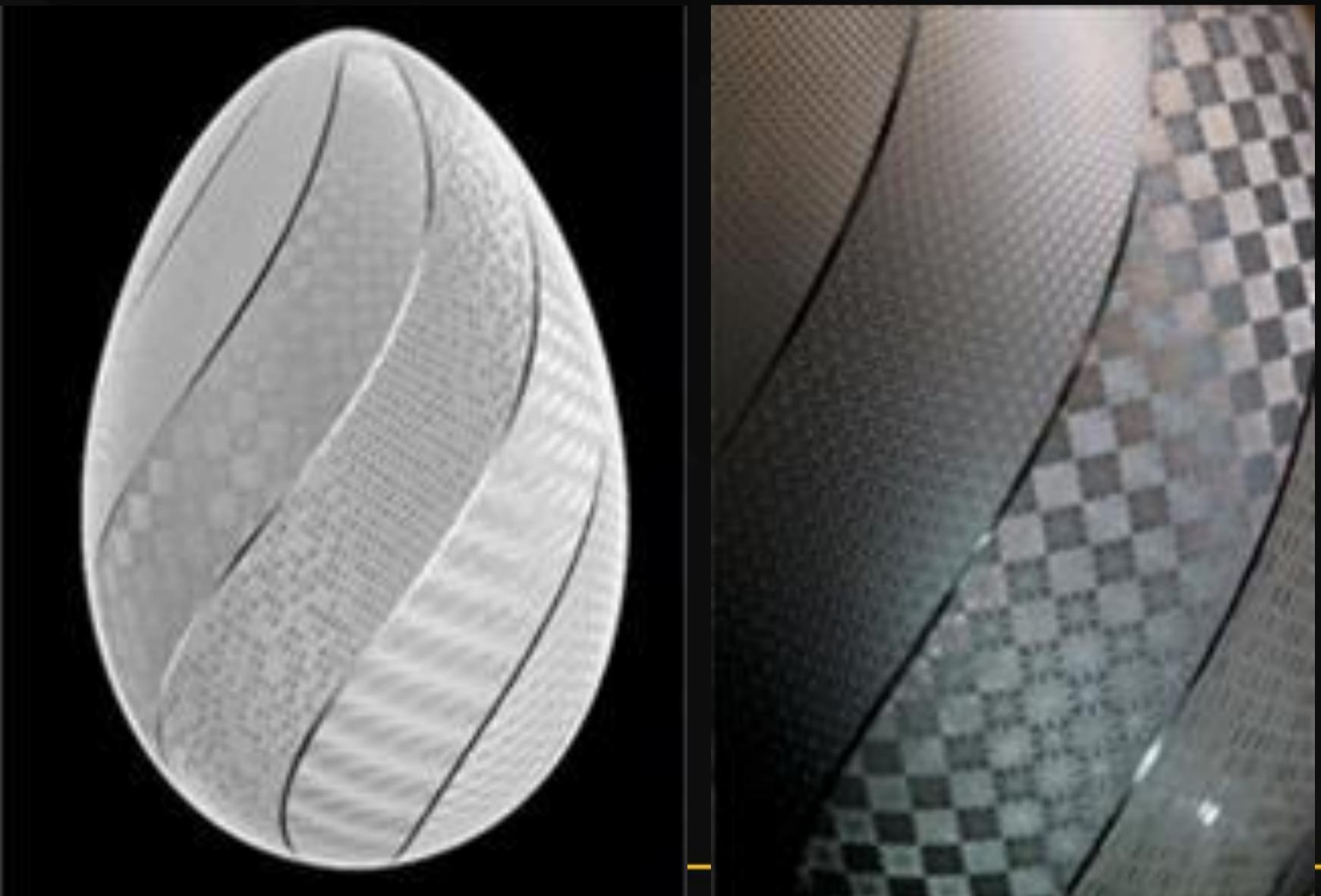
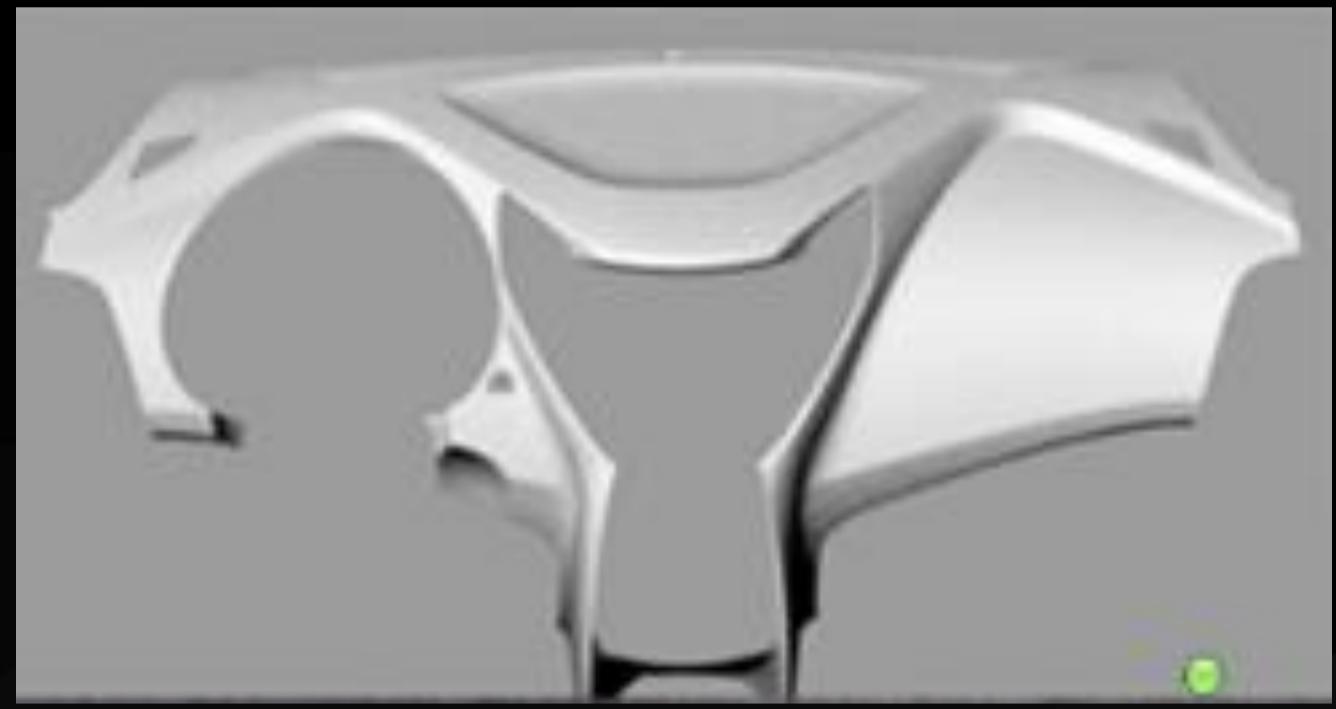


Concept Car Builds
概念车开发



多技术支持—激光

Multi technical support—Laser



多技术支持—镍壳

Multi technical support— Nickel Shell

传统的模具包覆

Traditional Model wrapping

to

高级的母模纹理

Advanced Master model texturing

化学腐蚀的母模纹理

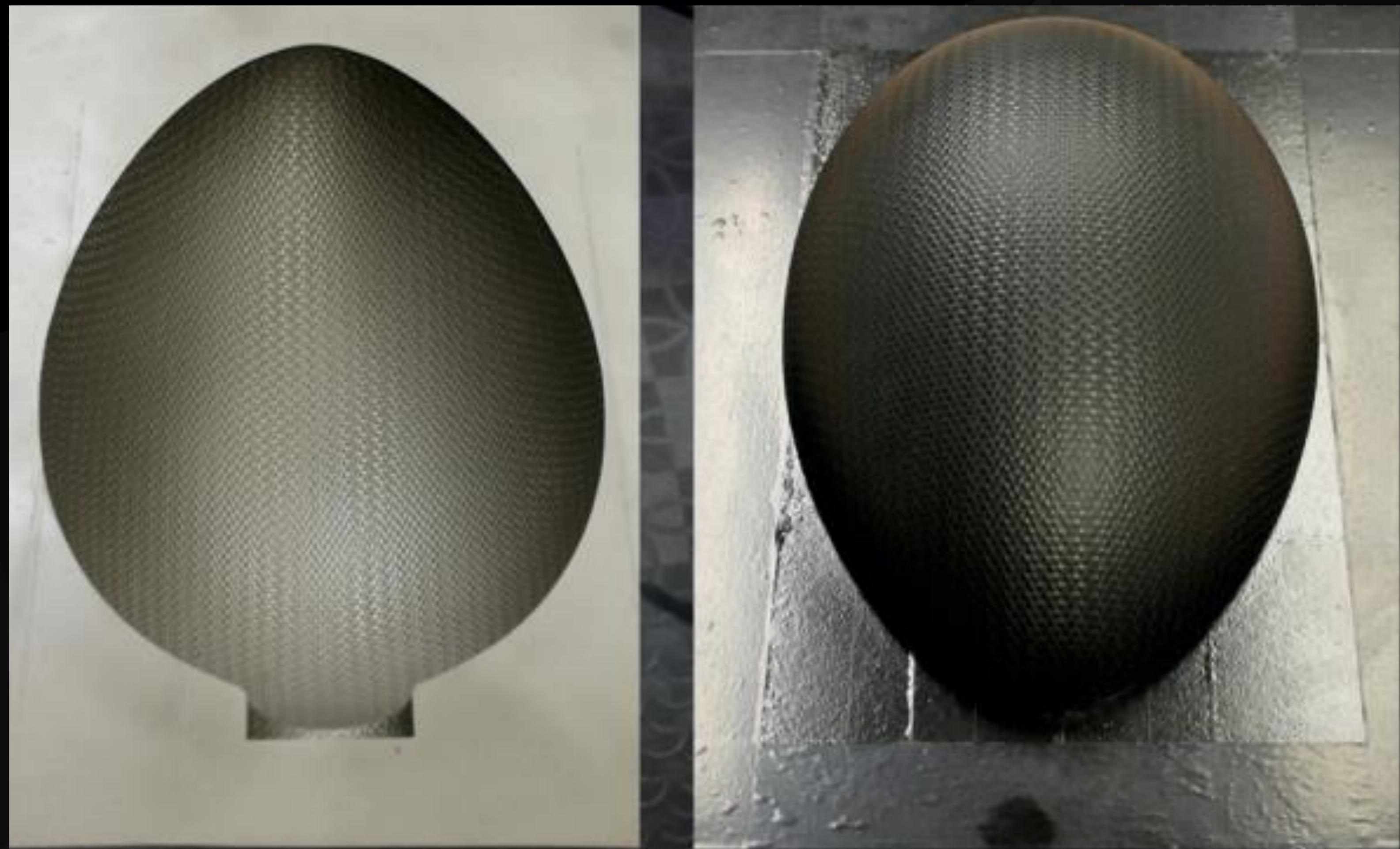
Positive Etched Steel

激光雕刻的母模纹理

Positive Laser Steel

RTP 样皮 模型包覆

RTP model wrapping



全球化网络SEDP

Standex Engraving Design Portal

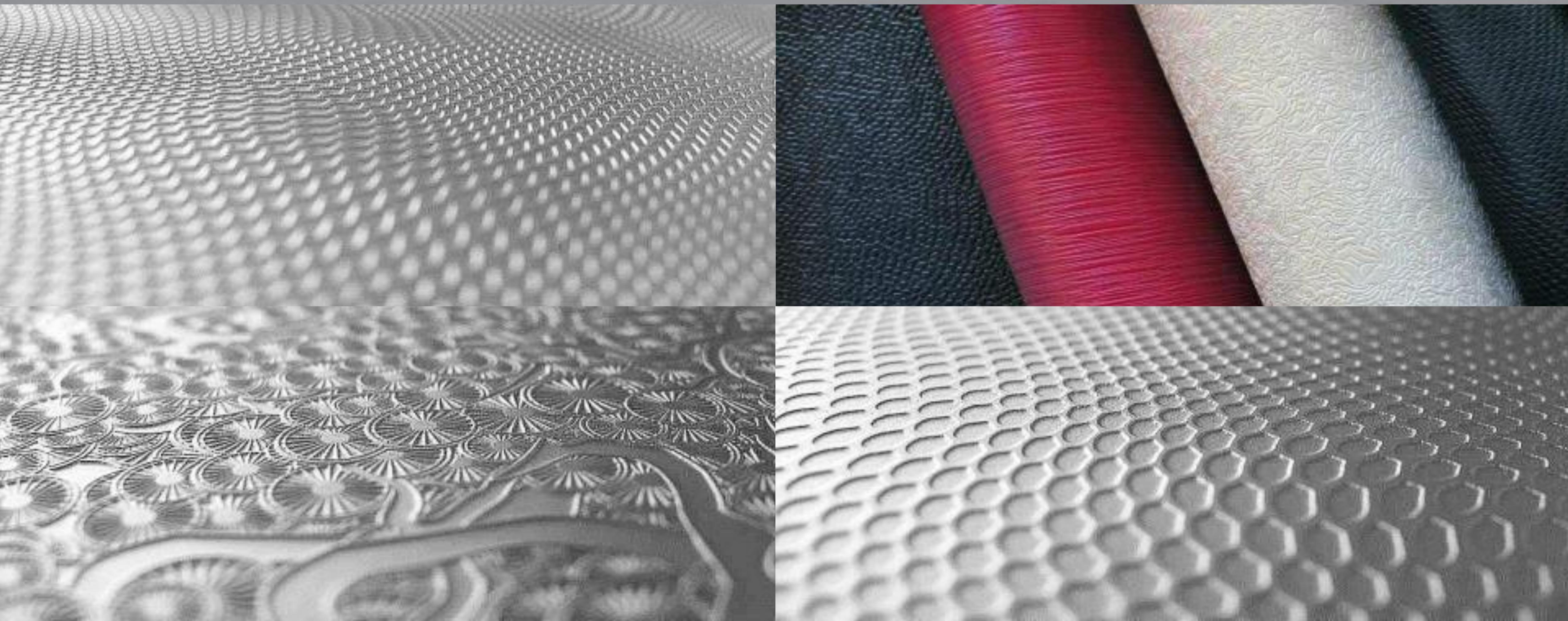
全球化网络SEDP

Standex Engraving Design Portal

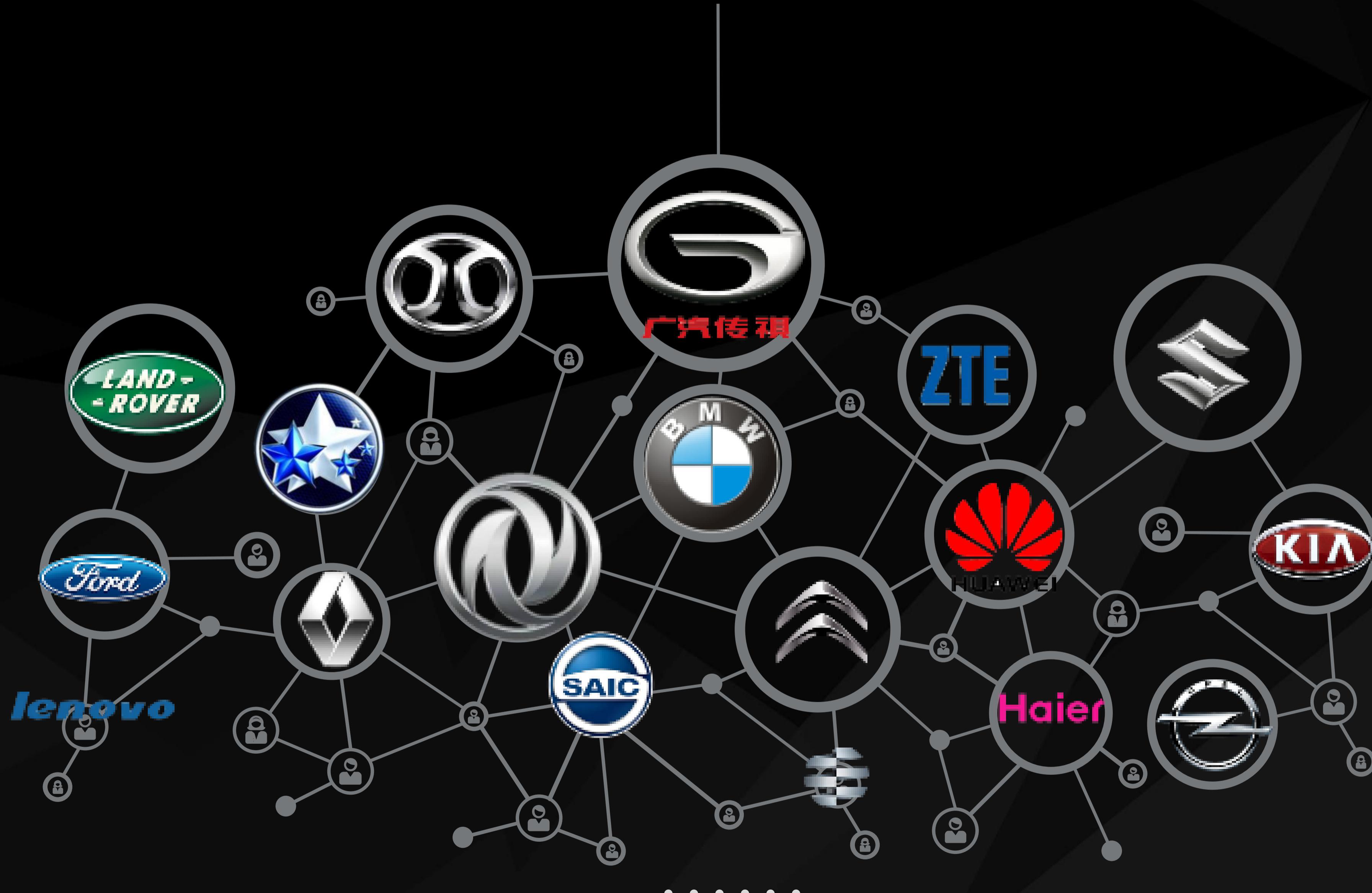
全球化网络SETP
Standex Engraving Technical Portal

Standex Engraving Technical Portal

Welcome to Standex Engraving Library



设计中心已完成国内外项目
Completed projects for the domestic and Overseas





architexture
design consultancy

中心目标

Target

设计中心目标

Target



设计中心目标

Target



设计中心目标

Target



设计中心目标

Target

设计 & 验证 结合产生创新

Design & Verification in synthesis with Production innovation



改变做事的方式

Changing what things can be done

THANK YOU FOR WATCHING

