

# In With the New London Design Festival 设计新生态 2013伦敦设计节

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近期落幕的2013年伦敦设计节汇聚了全球各地因先进技术而生的创新设计理念, 这些备受瞩目的新技术包括激光切割和3D打印等。与此同时, 中国设计师集体亮相本届伦敦设计节, “100%设计”中国深圳馆和“Tent”贸易展上的“上海四季”让世界目光聚焦新潮涌动的中国设计界。

The London Design Festival this year featured innovative ideas using the latest technology, from lasers to 3D printing. Chinese designers were also well represented, with a focus on Shenzhen, as well as a showcase of trendy work by a collective from Shanghai.

今年的伦敦设计节主题定为“设计无处不在”, 颇合时宜。9月下旬, 持续了整整一周的第11届伦敦设计节期间, 伦敦全城各地的设计展览、装置以及来自设计大师们的讲座超过300多个, 其中就有英国知名设计师Richard Rogers和Tom Dixon的演讲。这一国际设计盛会集合了英国和世界各地设计师们的最新作品, 吸引了3万5千多名到访者前来观展。

## 中国设计秀

本届伦敦设计节上, 中国设计吸引了世界的目光。在“100%设计”室内设计贸易展上, 中国深圳馆展出了诸多深圳设计公司设计的家具产品, 旨在凸显深圳作为设计之城的形象。

而在伦敦东区一场更为年轻且略显新潮的“Tent”贸易展上, 来自上海的参展设计师们也举办了名为“上海四季”的集体展览。人们可以在这儿看到与上海有关的各类产品设计, 既有传统产品, 也有现代设计; 有自行车和竹制灯罩, 也有张周捷的代表作“三角系列”金属椅等。同时展出的还有回力系列鞋款, 这一已有90年历史的上海老鞋品牌近年来在欧洲分外流行。糅合了诸多设计产品的“上海四季”展犹如一个微妙的设计大熔炉, 引发观者热情。期间, 上海建筑师及产品设计师侯梁为大家展示了“云上坐”桌椅系列, 他的设计实现了传统家具和艺术装置与新技术的结合。

侯梁在天花板上安置了投影仪, 将不断变化的图案与影像投射至下方的“云上坐”桌上。桌面下迷人起伏的曲线映合着光影, 可完美显示各种商标图案, 呈现出美轮美奂的景象, 这也是“云上坐”系列早已赢得诸多酒店和公共空间青睐的一大原因。

“人们喜欢它的原因是它不只是家具, 还可以为人们带来连续



的体验。”侯说, “我希望让新技术以一种动人的方式进入我们的生活, 比如通过新技术促进人类间的彼此交流……这张桌子正是为互动而造。”

“在伦敦设计节上展示中国设计颇具挑战性。欧洲人习惯了去大英博物馆或是卢浮宫欣赏他们心目中认可的中国设计。很多中国设计师也承载了过于厚重的本国艺术史, 往往习惯从古代传统中寻找设计灵感。”侯说, “五年前我在伦敦维多利亚和阿尔伯特(V&A)博物馆做一场关于我个人建筑作品的讲座。当时我就建议中国的年轻设计师要向前看, 创造一些新的东西。我们要与国际设计市场接轨, 在这样的大环境下一样可以探讨我们的中国身份与背景。”





### 新技术登场

在伦敦西区的展馆中，勤勉多产的英国知名设计师Tom Dixon发布了众多新项目，比如他设计的第一件尝试大批量生产的办公家具Y椅，还有他为阿迪达斯设计的服装系列。他介绍说：“这个太空舱式的服装系列可以满足为期一周的旅行所需，不管遇到商务会议、朋友聚会还是恶劣天气，都足以应付。”

Dixon还出版了自己的第一本著作，在书中提出了他对新技术的创造性见解。他一直在研究激光切割和计算机控制褶皱技术在未来设计中的应用。他认为，新型机械的使用可以令产品制造获得更大的自由，同时“新技术的运用可以实现集中而灵活的产品制造”。

Dixon同时也参与了一个在V&A博物馆进行的伦敦设计节项目。项目名为“上帝存在于细节中”，取自德国传奇建筑师路德维希·密斯·凡德罗创造的短语。包括Paul Cockledge、Amanda Levette 和Faye Toogood在内的其他当红设计师也参与了该项目，他们分别选取了V&A博物馆中一件藏品，通过特制的施华洛世奇专业级镜头，将每件藏品的亮点或是奇异之



处放大在观者面前。

纽约设计师Todd Bracher与3M Architectural Markets公司共同打造了名为“光瀑”的革命性照明系统。通过采用最先进的系统，一个单独的LED光源借助一系列强反射性的灯具点亮了整个大型空间。这种极富创意的照明设计着眼于精品酒店大堂和办公空间等场所，其巨大的节能性更使它成为品位与环保的绝佳之选。

最后来看3D打印这个今年伦敦设计节上的热门词。英国MakieLab公司推出的“Makie Dolls”3D打印技术为现场观众提供了将自己的虚拟形象制作成真实玩偶的机会。只要运用一台3D扫描仪即可将你的平面照片转换成3D数字模型。作为伦敦设计博物馆“未来在此”展览的一部分，博物馆中还开展了一系列3D打印现场演示活动，共同探究由3D打印技术助推的“新一轮工业革命”将如何影响人们的日常生活。

显而易见，今年伦敦设计节的参展设计师们都很注重新技术与设计的结合。设计师们纷纷致力于借助这种结合让生活更美好，令人耳目一新。

This year the London Design Festival used the appropriately fitting theme of 'Design is Everywhere'. For one week in September the city became awash with over 300 design-related exhibitions, installations and talks from leading voices in design, such as Richard Rogers and Tom Dixon. Now in its eleventh year, the London Design Festival attracted over 35,000 visitors coming to see the latest product launches from both British and international design studios.

### Chinese Showcases

This year, Chinese design was finding its way into the spotlight, with a Shenzhen pavilion at the interior trade show 100% Design. The exhibition focussed on promoting Shenzhen as a city of design, through its furniture showcase from companies such as Jingchu Design and Jianmo Furniture Design.

Across town, at East London's younger and slightly hipper Tent trade show, a collective of Shanghai designers held an exhibition entitled Four Seasons in Shanghai. The space brought together traditional and contemporary interior products associated with Shanghai, from bicycles and bamboo lampshades, through to a futuristic metal chair and a collection of Warrior shoes, a brand with a 90-year history that has recently found popularity in Europe. This melting pot of Shanghai design created a stimulating, if slightly confusing collection of products. Shanghai architect and product designer Hou Liang was on hand to talk about his exhibiting Sitoncloud table and chair collection, which brings together traditional furniture with art installation and new technology.

Liang's design uses a projector in the ceiling to screen images and footage on to the curvaceous Sky Lake table below. The collection has been a hit with hotels and public spaces, as it

allows for branded images to be seamlessly displayed within interiors, and you can alter the images to suit your mood. "People like it because it is not just a piece of furniture, but provides a continuous experience," Liang explains. "We want to encourage new technology to enter our lives in a beautiful way, encouraging interaction between people...the table can be used for real interaction".

Presenting Chinese design in London can be challenging, as the European market "is used to just seeing Chinese design in The British Museum or the Louvre. A lot Chinese designers carry the weight of our rich artistic history and look back to past dynasties for inspiration," says Liang. "Five years ago I spoke at the Victoria & Albert museum in London about my architectural work and I advised the young Chinese designers to look forward and do something new. We can still speak about our Chinese identity and background, but it needs be relevant to the international design market".

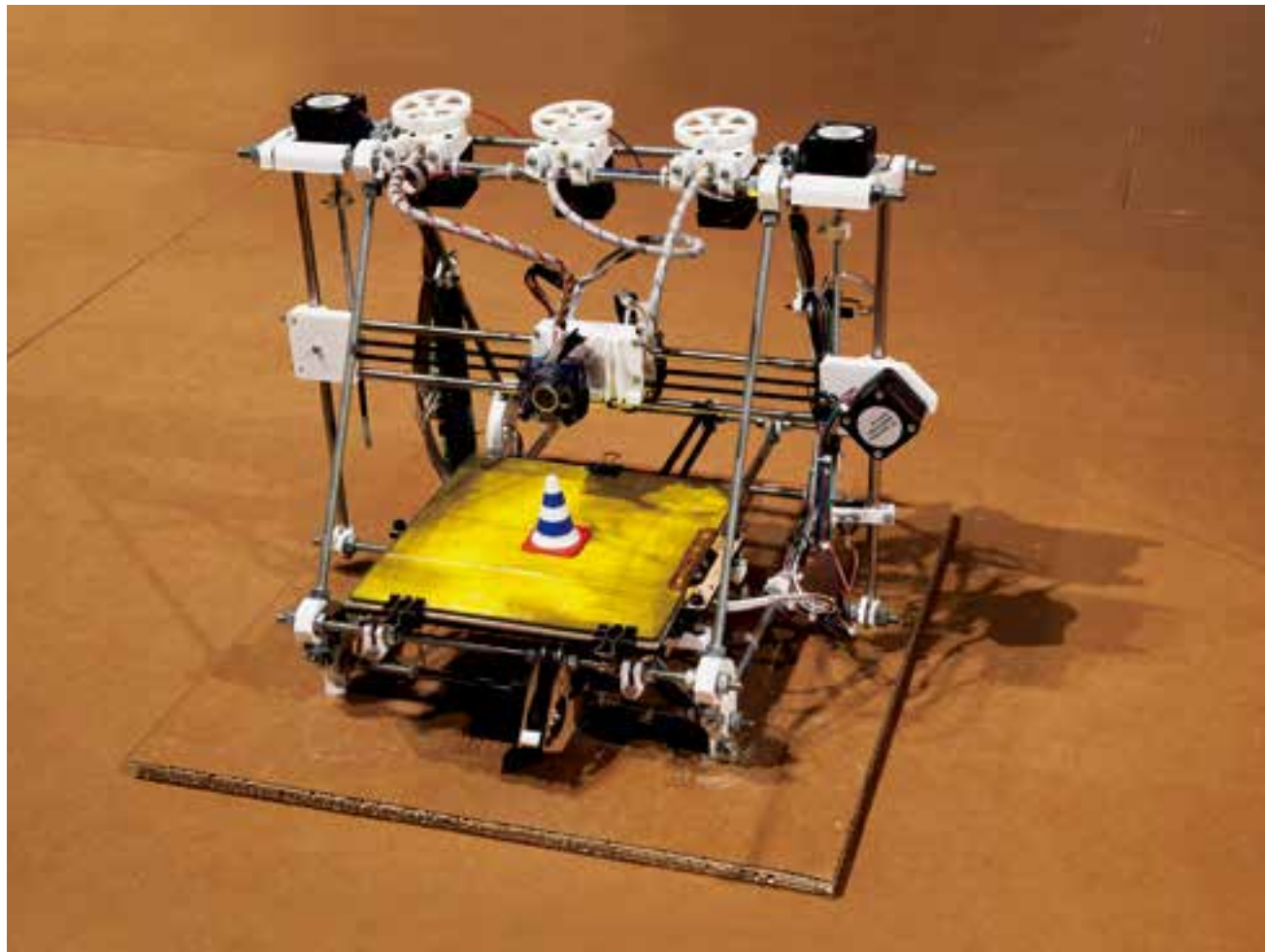
### New Technology

Over in West London, the industrious designer Tom Dixon was launching a multitude of new projects for the London Design Festival. These included his Y Chair, which is Dixon's first attempt at mass produced office furniture, and a collection of clothing for Adidas. "It is really a capsule collection of things that you might take away for a weeklong trip, factoring in business meetings, parties and inclement weather," he said.

Dixon, who has also launched his first book, which gives an insight into his creative vision, has also been exploring the potential of laser cutting and computer controlled folding. This new machinery allows greater manufacturing freedom, and Dixon feels that "new technologies allow for a centralized, flexible manufacturing".







Dixon was also involved with a London Design Festival project at the Victoria & Albert Museum. Taking its title from a phrase coined by the legendary German architect, Ludwig Mies van der Rohe, 'God is in the Details', a group of high profile designers, including Paul Cocksedge, Amanda Leveté and Faye Toogood, each selected an object from the V&A archive and then used specialist Swarovski lenses to magnify highlights or curiosities within each piece's design.

New York designer Todd Bracher had teamed up with 3M Architectural Markets to create a revolutionary lighting system called Lightfalls. Using a state of the art system, it distributes the light from a single LED light across large spaces using a series of reflective light fixtures. The dramatic design would look at home in the lobby of a boutique hotel or office and when you consider the energy that would be saved, creative lighting systems become the sensible choice for both style and the environment.

Finally, 3D printing was the buzzword for this year's London Design Festival. Makie Dolls offered visitors the chance to create themselves in miniature, using a scanner that formulates a 3D version from a flat image. The Design Museum held live presentations of 3D printing, as part of their exhibition entitled The Future is Here, which explored how the 'new industrial revolution'



as they called it, will effect our everyday lives.

The designers exhibiting at this year's London Design Festival obviously had new technologies on their mind and it was refreshing to see so many designers considering how the merging of design and technology can actually help to enhance our daily existence. ▣

