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ART ON CHAIRS

2014-2015

PAREDES . PORTUGAL

椅子上的艺术

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葡式设计 Exhibition "How to pronounce Design in Portuguese?"

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本图书所介绍的是“2014-2015椅子上的艺术”在北京国际设计周上展示的内容。
This catalogue is published in the frame of Art on Chairs 2014-2015 participation at the Beijing Design Week 2014.



序言

“椅子上的艺术”是一项鼓励设计和当代创意、推动行业创新和跨界发展的国际活动。

“椅子上的艺术”由葡萄牙帕雷德斯市政厅发起，该活动旨在将该区打造成一个高端家具制造中心。为此，“椅子上的艺术”集合了创意和生产、文化和经济、本地财富和全球机遇。

北京是“椅子上的艺术”全球巡展的首站，这也是“椅子上的艺术”第一次将展示第一站选择在中国。这场全球家具设计展览会将持续至2015年。

第二届“椅子上的艺术”将从多角度展示葡萄牙设计和帕雷德斯当代家具作品，展览将涉及帕雷德斯家具业的新设计产品、本地学校的创意展示以及过去十年帕雷德斯家具设计回顾。

在2014年北京国际设计周上“椅子上的艺术”包括以下四个板块：

“帕雷德斯式的体验”向葡萄牙设计师发出挑战，要求他们针对高附加值市场设计作品，并通过设计回答一个共同的问题：如何在避免简单的奢华展示下进行设计表达。

“二重奏(2012和2014)”为每一位设计师指定一个著名人物，要求设计师设计的椅子必须充分反映人物的个性特征和形象，在这场对话中设计既是诠释语言也是筑造工具。

“椅子游行”这一教育倡议旨在鼓励对艺术创意表达的审美、批判性观察和实验。一千名学生、一百把椅子和一个挑战：对20世纪和21世纪的葡萄牙平面设计师和插图作家的作品进行创意改造。

“葡式设计”展览试图在全球文化融合的大背景下反思葡萄牙设计DNA存在可能性的问题。

Prologue

Art on Chairs is an international event that promotes design and contemporary creativity as driving forces for innovation in industry and development across the board. An initiative by the Portuguese Municipality of Paredes that seeks to reposition the territory as a reference in the production of high-quality furniture. Art on Chairs brings together creation and production, culture and economy, local assets and global opportunities.

Beijing is the first stage of Art on Chairs' international presentation; the first stop of a route that starts in China (September 2014), is presented in Portugal (Paredes and Lisbon), and culminates in 2015 with an international circuit through the main furniture design fairs. On this second edition, Art on Chairs presents Portuguese design and Paredes' contemporary furniture production on a plural approach. A wide range of perspectives: the production of new design objects produced by Paredes industry; creative interventions from the local educational community and a retrospective on Portuguese furniture design over the last decade of the 21st century.

At Beijing Design Week 2014 Art on Chairs debuts with four exhibitions:

The Experience of Being by Paredes, a challenge to Portuguese designers to develop new objects oriented towards high value-added market; these proposals aim at answering the same question: how to interpret the signals that take off the idea of simple luxury demonstration? **Duets (2012 and 2014)**, in each duet the designer reflects the identity and material culture of a guest personality

in a unique chair designed at his/her image, it's a dialogue where design is both an interpretative language and a constructive tool.

Chair Parade, an educational initiative to stimulate aesthetic enjoyment, critical observation and experimentation in art creative expression. 1,000 students, 100 seats and a challenge: change them according to the work of Portuguese graphic designers and illustrators of the 20th and 21st centuries.

How to pronounce design in Portuguese?, an exhibition that brings up the reflection on the possible existence of a DNA of Portuguese design, given the current global culture of the discipline.

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葡萄牙经典家具设计来到中国

“椅子上的艺术”充分展示了帕雷德斯精良的家具生产传统和技艺。800多家来自帕雷德斯的家具制造企业体现出了这个具有高超木工技艺的小镇独一无二的艺术遗产，同时也为这个开放的国度增添更多的历史价值。

葡萄牙有世界上最早的边界线。早在五个世纪前葡萄牙人就首次与中国开展交流，从那时起，葡萄牙文化在世界各地留下印记。

葡萄牙普世和全球化的命运也同样体现在它深深扎根于新兴文化的所在地——非洲和美洲。安哥拉、莫桑比克和巴西都是葡萄牙的兄弟国家，代表着居于世界各地的2.5亿葡语人群。

2012年“椅子上的艺术”可以说是当年最佳欧洲项目，它获得了“RegioStars”大奖——这一由欧洲委员会颁发的最有声望的奖项。2014/2015“椅子上的艺术”将继续遵循帕雷德斯提出的发展战略，即推动家具行业竞争性、向世界展示欧洲最好家具的品质。

第二届“椅子上的艺术”反映艺术、设计和葡萄牙工业的普世性。

这里的家具行业将普世性作为家具设计灵感的来源，所有参与的企业、企业家和设计师成为了这个代表卓越的行业的形象大使。

为实现这个目标，超过2600人投入到设计、创意、制版、试验和认证流程中。通过我们的企业和举办的国际设计和项目大赛，通过本地的教育机构，帕雷德斯向世界展示了她的创意，展示了行业和教育之间所希望达到的基本结合。

“二重奏”是其中最突出的项目。“二重奏”项目是一项社会责任倡议，它是由11名著名设计师按照11个世界知名人士的性格设计的椅子，再由帕雷德斯家具企业按照设计制造实物。葡萄牙总统阿尼巴尔·卡瓦科·席尔瓦、克里斯蒂亚诺·罗纳尔多、何塞·穆里尼奥、卢西亚诺·贝纳通都曾入选“二重奏”名人之列。之后，11把椅子已被拍卖，拍卖所得全部捐赠给联合国难民署。

在2014/2015“椅子上的艺术”中，“二重奏”项目已确认了今年所选定的世界知名人士：欧洲委员会主席巴罗佐、巴西前总统卢拉、前足球球星马拉多纳、电影演员约翰·马尔科维奇以及F1方程式赛车世界冠军手巴顿。

今年的“二重奏”项目将更加国际化，在中国的展出将成为最受关注的焦点之一。

因此，我们宣称“椅子上的艺术”是一项享有崇高国际声誉的独一无二的项目。“椅子上的艺术”充分维护了欧洲设计葡萄牙制造的品质。

谢谢！

塞尔索·费雷拉

帕雷德斯市长

The Portuguese Timeless Art of Good Furniture Manufacturing Reaches China

Art on Chairs is an event that truly reflects the ancient tradition and know-how of good furniture production of Paredes. The unique artistic legacy of a community that masters woodworking is embodied in the almost 800 furniture manufacturing units of Paredes, which further add the value of the history of a nation that opened the World to globalization.

Portugal has the oldest borders in the world, and Portuguese culture has left its traces throughout the world for more than five centuries, when it first started its privileged exchanges with China.

Portugal, with its universalistic and globalizing destiny, was also at the root of new cultures, namely in Africa and America. Angola, Mozambique and Brazil are examples of brother countries that represent a Portuguese-speaking community of about 250 million people worldwide.

Art on Chairs 2012 was considered the year's best European project, having received the "RegioStars" award, the most prestigious award offered by the European Commission. Art on Chairs 2014/2015 follows the strategy defined by Paredes for promoting the competitiveness of the furniture sector, aimed at bringing to the world the quality of the best furniture made in Europe.

This second edition of Art on Chairs reflects the universal nature of art, design, and of the Portuguese industry.

Participating companies, entrepreneurs and designers become true ambassadors for this industry of excellence, which uses universality as a true source of inspiration for design.

To reach such a point of excellence, over 2,600 people have worked in design, creation, prototyping, production, testing and certification. We have held creative residences in companies, as well

as international design contests and projects which also included local schools and universities, in a desired and fundamental articulation between the industry and education.

Duets is, however, the most prominent face. Duets is a social responsibility initiative, by which 11 renowned designers have created chairs for 11 international personalities, which were then produced by furniture companies in Paredes. The President of the Portuguese Republic, Mr Aníbal Cavaco Silva; Cristiano Ronaldo; José Mourinho, or Luciano Benetton featured some of the duets. The 11 chairs were then auctioned for the global amount of 111,500 Euros, which were donated to the United Nations High Commissioner for Refugees.

Duets will feature a new edition on Art on Chairs 2014/15, and various personalities have already been confirmed, namely Mr Durão Barroso, the President of the European Commission; Mr Lula da Silva, the former President of Brazil; Diego Maradona, a former football star; Mr John Malkovich, a film actor; and Jenson Button, Formula 1 World Champion.

With this new edition the event shall become truly international, with the exhibition in China being one of its most prominent highlights.

For all these reasons, we state that Art on Chairs is a unique event with international prestige. Moreover, Art on Chairs truly asserts the quality of European design made in Portugal.

Thank you very much.

Celso Ferreira
Mayor of Paredes



PAREDES
Portugal
帕雷德斯 葡萄牙

行业

将工匠转型为艺术家的过程实在是一件趣事。

——弗朗西斯科·博瓦德尼奇

帕雷德斯家具企业是这一地区经济发展的引擎。这一行业对于葡萄牙品牌的国际化和品质的确立发挥了关键作用对于该地区 and 葡萄牙具有重要意义。

如今，在这片大约160平方公里的土地上有超过800家木制品制造企业，其中包括保留了18世纪传统工艺的作坊，也有追求高品质的现代企业。生产和技术的结合使得这里的企业可以灵活运用各种现代技术加工木材和相关产品，确立了一大批占据重要市场地位的家具品牌。

帕雷德斯发起的“椅子上的艺术”旨在扩大帕雷德斯的国际知名度，设计和生产最高品质的木质工艺品。这个项目的成功举办离不开所有参与企业的贡献，它们欢迎设计师和策展人进入它们的工厂，进行产品设计和开发。

在应对挑战和执行实验的过程中，这些企业不断突破能力极限，解决难题，充分体现了“椅子上的艺术”所倡导和分享的追求卓越的理念。

Industry

There is a pleasure in making that transforms the workman into an artist.

Francisco Providência

The furniture companies of the Paredes Municipality are the driving force of the region's economy. Vital for the region but also for the country, this industry contributes in a significant way to internationalising and establishing the quality of the Portugal brand.

Today, within approximately 160 km², more than 800 wood manufacturing units are concentrated in the municipality of Paredes, covering an extensive range of specialisations from artistic workshops (where traditional techniques dating from the 18th century are preserved), to sophisticated modern industries subject to the highest standards of quality. The concentration of production units and their technical specialisation employ every available contemporary technology dedicated to the processing of wood and its derivatives, establishing an important group of commercial furniture brands within the market.

Paredes Municipality created Art on Chairs with the aim of positioning Paredes in the international furniture market, designing and producing wood artefacts to the highest quality standards. This project was only possible because of the efforts of the participating companies that welcomed the designers and curators into their factories for the development and prototyping of new pieces.

In their response to the challenges set and their experimentation with solutions, these companies have explored new areas of their expertise and their ability to fulfil them, in a commitment to excellence that Art on Chairs shares and celebrates.



帕雷德斯式的体验

THE EXPERIENCE OF BEING
BY PAREDES

CURATORS

FRANCISCO PROVIDÊNCIA

DESIGNER, RESEARCHER
AT ID+, TEACHER AT AVEIRO
UNIVERSITY

VASCO BRANCO

ENGINEER, RESEARCHER
AT ID+, TEACHER AT AVEIRO
UNIVERSITY

策展人

弗朗西斯科·博瓦德尼奇
设计师，ID+调研员，葡萄牙阿威罗大学讲师

瓦斯科·布兰科
设计师，ID+调研员，葡萄牙阿威罗大学讲师

LUXURY IS A NECESSITY
THAT BEGINS WHERE
NECESSITY ENDS (...) IT
IS NOT THE OPPOSITE
OF POVERTY, IT IS
THE OPPOSITE OF
VULGARITY. LUXURY IS
EVERYTHING YOU DON'T
SEE.

COCO CHANEL

当生活必需品都具备之后，奢侈品就成为了必要，
奢侈的对立面并不是贫穷，而是粗俗。奢侈是你用
肉眼无法看到的。

——可可·香奈儿

帕雷德斯式的体验

弗朗西斯科·博瓦德尼奇，瓦斯科·布兰科

奢侈是……吃野天鹅肉

在英国，自从12世纪以来，捕猎野天鹅成为皇家专享的特权，为的是制成正式宴会的佳肴。由于稀少，这种神秘的皇家专享体验便成了一种体现品质和权利的奢侈。

葡萄牙自12世纪立国以来在这片土地上形成的统一文化使得居住在北方的人接触到地中海和阿拉伯文化，比之锡哥特—罗马文化遗产来说，这两种文化更加世俗和富有美感，技术上也更复杂。

繁荣的象征，帕雷德斯（葡萄牙）

奢侈已经成为越来越多的知名品牌成功的商业条件。葡萄牙帕雷德斯特别邀请了10位设计师以奢侈为主题打造原创木制设计。

今天，帕雷德斯地区内有超过600件木质房屋，集中在一片约160平方公里的土地上。其中既有保留了18世纪传统工艺的艺术工坊，也有遵循严格质量标准的现代工业企业。在对奢侈的标准进行解读时，受邀设计师通过每一件作品进行表达，既兼顾物件的功能性，又在形式上浓缩着对于未来的新理念。不仅仅是选材和做工上追求卓越（例如爱马仕和乐途仕的手制品），更重要的是通过精巧的外形所传递的新理念，高调宣传着对于品质生活的追求。“帕雷德斯式的体验”展览将奢侈的概念从简单的购买力炫耀转化为对于生活本身的成就感。

