

World Fashion
世界时尚

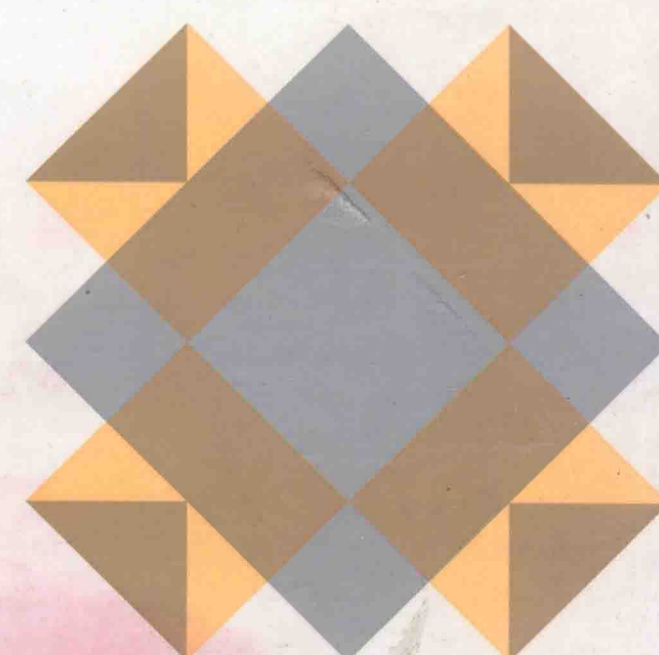
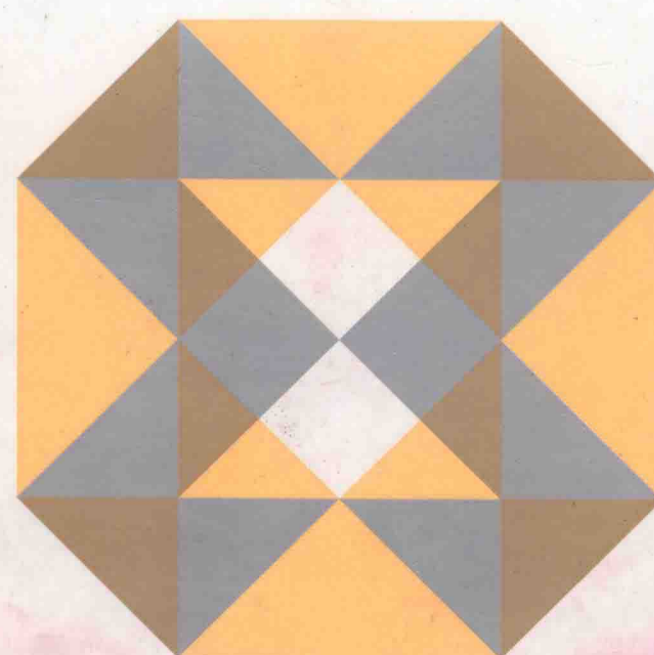
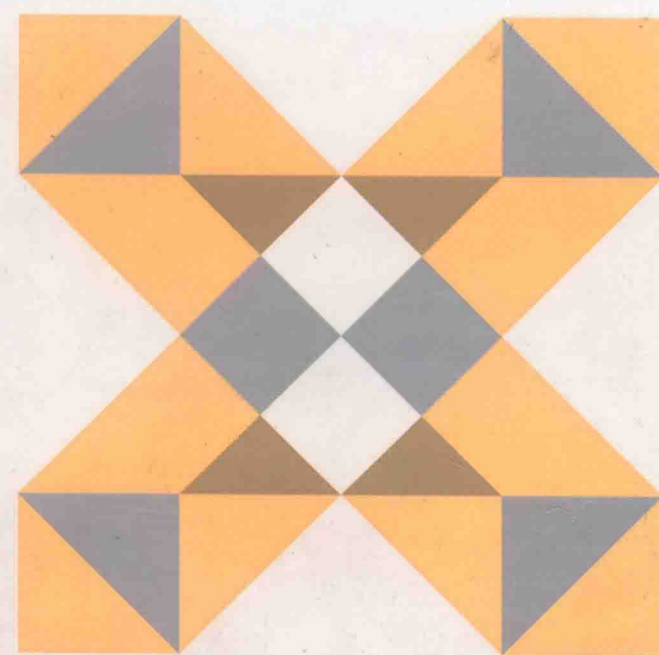
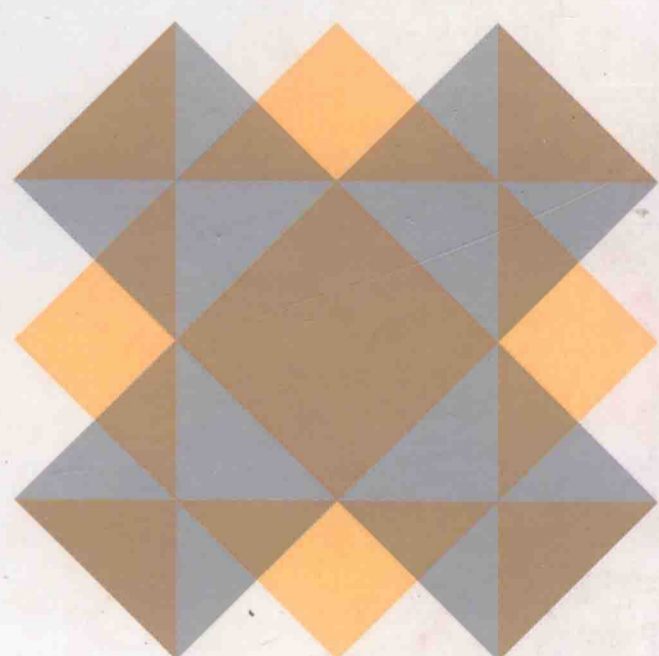
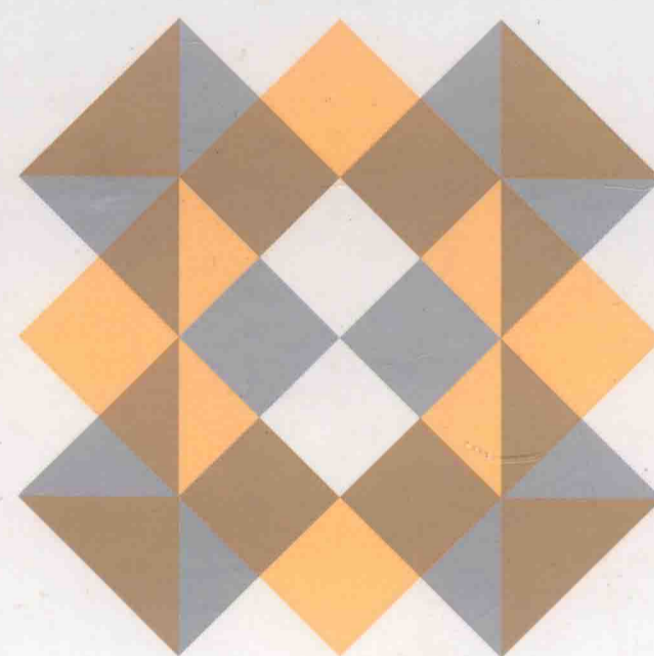
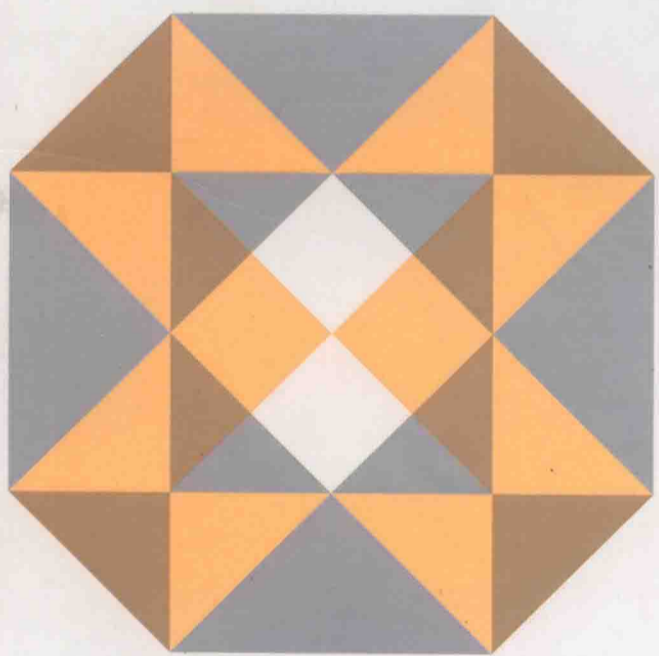
2011 Milan Furniture Fair 2011米兰国际家具展

Isaloni 米兰

50 years young 花样年华 50年

Global Trend of Space Design 国际空间设计流行趋势

萧爱华 著 辽宁科学技术出版社



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全球大品牌齐聚 以设计展望未来
Name Brands and Future Design



014 专题展厅
Special Exhibition Hall

082 展厅设计
Exhibition Hall Design

152 空间设计
Space Design

234 卧室空间
Bedroom Space

254 儿童空间
Children's Space

270 家具产品
Furniture Products

330 灯光环境
Light Environment

362 灯饰产品
Lighting Products

◀ 2011 Milan Furniture Fair 2011 米兰国际家具展 ▶

Saloni 米兰
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◆ Global Trend of Space Design ◆ 国际空间设计流行趋势 ◆

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跟随金镜头， 尽情享受米兰展

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撰文：COCO

BY：COCO

Edward Xiao是萧爱华的英文名字，网络用名“点击真诚”，人如其名，有高贵的脾气，但充满真诚，是一个让我心悦诚服并称之为大哥的人。

设计江湖中，关于爱华大哥的段子有很多：

这个大哥会一个人跑去电影院看《唐山大地震》，情深处毫无顾忌地大哭，哭声盖过全场，哭得别人都不知道该怎么哭了，绝对具有喜剧效果；

他会因朋友的房子被装修得惨不忍睹而去找承包者打一架，当然这个房子是他设计的，自己的孩子被别人打扮成丑八怪，能不愤而出手么；

他赶到一个小区去给豪宅拍照，被保安拦在门外，他灵机一动说：有人报料这小区发生了“老鼠追猫”的新闻，他是赶来拍照的，去晚了就拍不到了，保安二话不说立马放人；

这样的段子多了去了，总之萧大哥是一个朋友一想起就会嘴角绽放笑容，念之心觉温暖的人。

我与萧大哥的结识是从编辑《TOP——顶尖样板房设计》开始，那时一口气欣赏了萧氏设计的40多个作品，欣喜之感难以言表。作品奢华之中透着高雅，气派大方，难得的是非常干净简练，一点不像那些涂脂抹粉硬装出来的阔气。这些作品占了《TOP——顶尖样板房设计》1/3的篇幅，出版后反响非常火，传闻说市场上卖出了2万多册，老牌的建筑图书直销商现在说起还记忆犹新。萧氏设计在其中起到的绝对是挑大梁的作用，萧氏四杰那时就给我留下深刻印象。

再后来，汶川地震了，萧大哥立刻行动起来，组织公司员工献血捐款，更古道热肠奔走呼吁，抓住每一个他熟悉的人为四川灾区献爱心。那时大家都情系一方，一方有难八方支援，但萧大哥的心更炽热，行动更积极，当然我钦佩不已，脱口而出：“萧老师，你人太好了，我以后叫你大哥吧。”萧大哥立刻认了我这个素未谋面的小妹。（此后，萧爱华的哥哥萧爱彬老师，我只好称之为“大哥大”了。）这是我这辈子认的第一个大哥，稀里糊涂啥也不懂，后来查找知名设计师资料，才发现萧大哥在设计江湖中地位极高，天南海北粉丝数十万，我则是个初出茅庐啥也不懂的愣头青。现在想想自己傻乎乎的，好在萧大哥也说“要做一个很傻的人”，傻子活得随性、自由又率真，傻子遇见傻子，论资排辈，我还得叫他声大哥。

如果有谁真把萧大哥当傻子，谁就真傻了。且不说萧氏设计从无到有跃升到今日今日的地位，萧大哥与“大哥大”如何运筹帷幄；也不说萧大哥的设计受到好评如潮，拿奖拿到手软；单说他在搜房博客上已经有390万的点击率了（等你看到这篇文字时估计突破400万了），可见萧大哥一呼百应，受到多少人的爱戴。

萧大哥聪明绝顶，人情世故早已看透，反而能过得洒脱随性，不为他人左右。光聪明不够，萧大哥还很勤奋。他在做设计之余，每天还要处理一大堆公务，应付客户、材料商、媒体等各路人马，在此之外他一天还能写出七八千字的文

章，我记得2008年，他在约半个月时间内写了十万余字的图书内文，超强工作能力，实在让人吃惊。当你熟悉他之后，就知道他自有一股牛劲，什么事要么不做，要做就要做到比别人好。

就拿米兰国际家具展来说，他以分析和捕捉国际设计流行趋势、触发设计灵感创意的心态积极参加。在展会现场，他以设计师的敏锐、艺术家的审美、企业家的缜密、摄影师的精细，发掘展会现场最具价值的创意，并像辛勤的蜜蜂一样奔赴各个展场，大量而细致地收集有价值的信息。2009年，他与“大哥大”及一行人收集的米兰信息被集结成册，出版了一本名为《时尚米兰》的图书，在业界都卖疯了，从品牌厂家、家居上下游产业链到设计师、软装师都纷纷购置，成为了解米兰家具展最全、最有参考价值的一本书。该书也得到米兰家具展官方的赞誉与重视，特别送出采访证，邀请他们参加下年度的米兰家具展。

2011年适逢米兰家具展五十周年，萧大哥当然慨然而往，他说：“我要成为报导米兰国际家具展的专家，让大家能够真实而细致地感触到米兰国际家具展现场。”当他们从米兰回来，给出一批图片征求我们的意见，并问我什么感觉时，我说了一句：“有种天下无敌的感觉。”我因为工作的关系，接触了非常多的设计师拍回来的图片，也有媒体发来的图片，甚至还看过一批官方提供的资料，我所接触的该届米兰家具展的图片总量超过五千张，论起来，这批图片有四大优势，是其他人无法匹敌的：

1. 图片之精良完全体现出摄影师在特殊环境下的快速反应和非凡判断力。要知道，在展会期间，米兰家具展厅涌进了321,320万人参观，如此涌动的人流，几乎塞满了展场的所有角落，如果要拍一张纯粹没有人流阻挡视线的照片是一件多么困难的事。更不要说还要选好角度，判断拍摄条件，并在最短的时间按下快门了。要在这样快速流动的状态下拍出好照片，快、准、稳的素质一个也不能少。

2. 图片之全面让观者能够对本届米兰家具展进行全景式的判断。米兰展规模之大，也是惊人的。参加展会的设计师说，别说一个星期，就是再加一倍的时间要把整个米兰展看完也是相当困难的。很多设计师从展会回来后最大的遗憾就是太多展位没有看到。而这批图片对米兰展馆进行了全面而细致的展示。有去过现场的设计师感叹：花了五万元到米兰，收集的信息还不及这里的一半，图片质量更是拍马也赶不上了。

3. 图片之专业，体现了其对设计概念的深刻理解和对创意火花的敏锐捕捉，反映了摄影师快速成像的能力。这是各种专业素养的综合集成，集设计师发现创意、摄影师发现角度、媒体人员发现亮点、企业家发现商业价值等综合能力于一体，欠缺任何一种能力都无法获得如此专业的影像效果，因此本书对专业人士来说具有极佳的参考价值。

4. 图片之精美让人感觉到许多画面完全可以单独拿来欣赏，或者装在相框里当艺术品装点墙上。精美的图片也是要经过修图处理的，萧大哥亲自动手，足足修了一千张图片，这才呈现出如艺术品一般的唯美视觉效果。所以，请捧读这批珍贵资料的人，千万以珍惜的心情来收藏和爱护。

米兰是空间设计师、软装设计师、展示设计师、材料厂商、家具厂商、灯具厂商和传媒朝圣的地方，也是设计狂欢的殿堂。每一届米兰展都将揭示和引领当年度国际空间设计的流行风尚，因此得到了设计公司、厂商、传媒等的高度重视。但是能够亲赴现场取得真经的人毕竟还是少数，好在更多的设计师能够透过本书，跟着大哥获奖无数的金镜头，以全视角、多层面地欣赏米兰，获取第一手珍贵信息。



Edward Xiao is the English name of Mr. Xiao Aihua, a Chinese interior architect and photographer. "Click Faithfulness" is his nickname in internet world.

Like this nickname, he has unique temper, noble and extremely faithful. He is a man sincerely convinced and treated as elder brother by me.

You can hear many anecdotes about him, which would be the topic of chat among people know him: he cried for Aftershock, a movie on earthquake and it's so loud that other audiences forgot to tear for it. It's really funny.

When a friend's house was decorated into a terrible mess, a "fight" happened between him and the contractor, not only because he was responsible for the design, but his design was misinterpreted, just like his kid was dressed up ugly.

He once went to a residential community for photograph of the luxurious house inside, but the community security didn't allow him in, but the smart Brother Xiao told the security that he was informed that a mouse was chasing a cat, and if late, he would miss it. You bet, he took the photo of the house.

He is such a man with many stories, but anyway, he is the one make all friends smile and feel warm.

The book "TOP-Design of the Top Sample House" started our friendship. It was great joy for me to see more than forty design works by Xiao and his team in one time. The design styles are luxurious, generous, simple but elegant, without any feeling of disguised luxury. About 30% of projects that "TOP-Design of the Top Sample House" included are the works designed by him and his team. It's said that more than twenty thousand copies have been sold. And even veteran distributors of architectural books have so far remembered the book clearly, where Xiao's design played a leading role. And since then, I have been impressed by the four designers working with Xiao's Design, the studio founded by Xiao Aihua.

When the earthquake hit Wenchuan, he immediately organized donation and calling for donators around. Although many Chinese people got together to help or support Sichuan, Xiao paid more time and tried his best to do anything he could. He warmed us and won him respect. I was touched deeply by his kindness and said to him "Mr. Xiao, you are so great, and I'll call you Brother Xiao". He immediately accepted me as his younger sister even though we have never met. And his elder brother, Mr. Xiao Aibin, I have now called "bigger elder brother". Except for my families, he is the first man I have called "brother". Later, I found out he had been a master-level designer with hundreds of thousands of fans, and I, what a fledgling I was, even call him brother and know nothing about his achievement in the industry. However, I'm lucky and Brother Xiao told me to live a fool's life, free, frank and faithful. When two fools meet, I definitely should call him Brother Xiao by his age and achievement.

If anyone treat Brother Xiao as a fool, he or she will be definite a fool. A fool can't lead a company to grow up and have so many achievements; a fool can't win countless design awards; a fool can't have his blog visited 3.90 million times, of which the click rate would break 4 million time, and a fool can't be able to rally multitudes at his call and be respected by so many people.

Brother Xiao is a man with deep understanding to the way of the world, and his wisdom makes him live a free and easy life. But meanwhile, he still works hard to design, to deal with official business, and to receive customers, material suppliers, media, and people of other various kinds. He can write an article about 7,000 to 8,000 words a day. In 2008, he has ever finished 100 thousand words for a book in a half month, it's really surprising for me. But if you get to know more about him, you will understand why, and he is the man who insists on doing best.

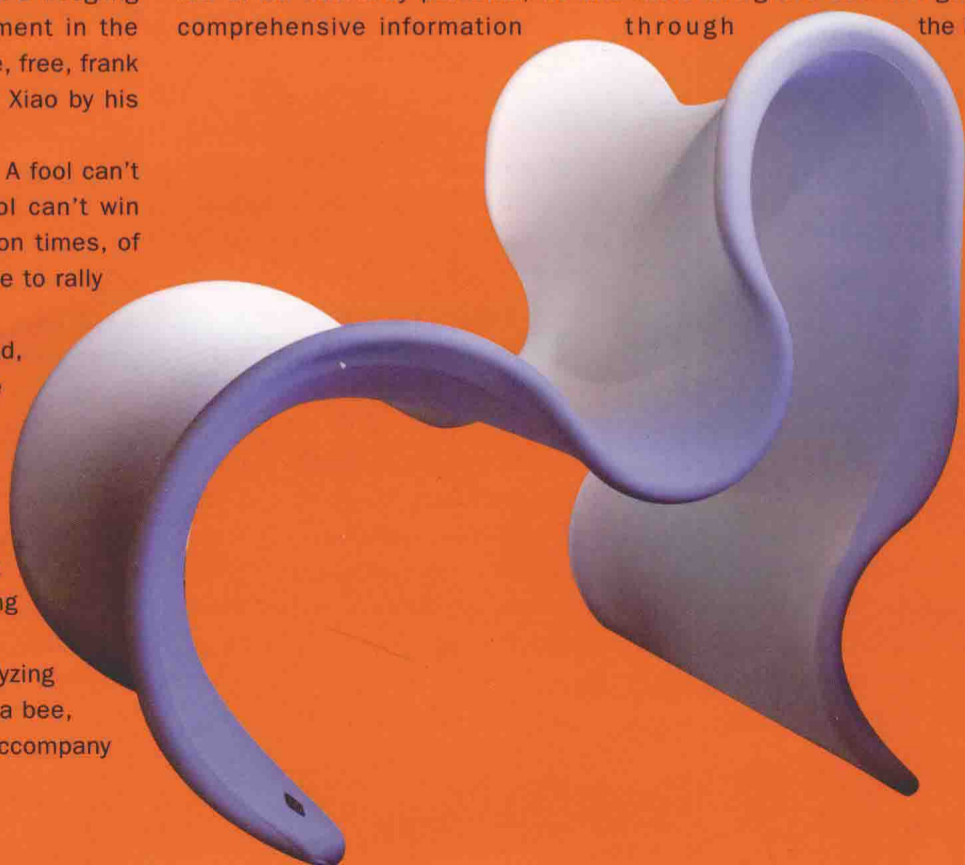
He always visits the Salone Internazionale del Mobile with aim of analyzing and capturing international design trends to inspire design ideas. Like a bee, he shuttles between all pavilions of Salone Internazionale del Mobile, accompany



with artist's aesthetic, an enterpriser's chariness and a photographer's acuity to find the most valuable creative exhibitors and to collect valuable information. All materials he and his brother collected from Salone Internazionale del Mobile were published with title, "Fashion in Milan", was one of best seller design books, and relevant persons, from furniture manufacturers, material suppliers to designers bought the book as a reference book for complete understanding of Salone Internazionale del Mobile. It's the book that the host of Salone Internazionale del Mobile paid particular attention and won them invitations to interview the section held in the next Salone Internazionale del Mobile.

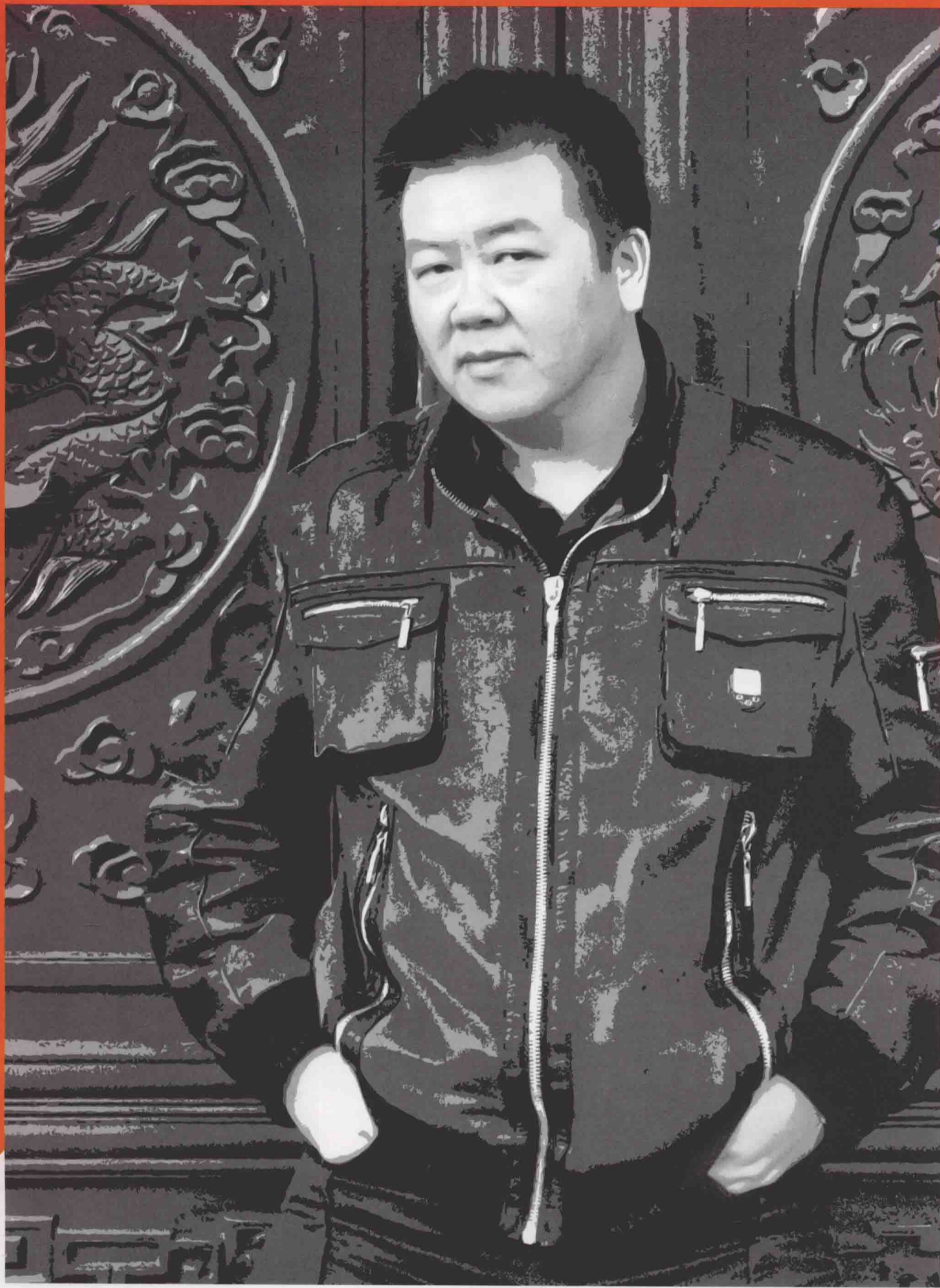
Salone Internazionale del Mobile celebrated its 50th anniversary in 2011. Brother Xiao wants to be the master-level reporter of Salone Internazionale del Mobile. He showed me some photos after he came back from Milan, and asked me for views on them. I said "unbeatable in China". I saw more 5,000 photos about Salone Internazionale del Mobile, and in my opinion, Xiao's work has four advantages that makes him "unbeatable in China":

1. High-quality pictures which fully reflects the photographer's rapid response and exceptional judge in special circumstances. You know, during the show, the people of 321,320 would spread over the exhibition hall. So surging is the crowd that it's hard to take a picture without being blocked, not to mention taking angle or shooting conditions. The qualities of being fast, accurate and stable are essential for a good picture.
 2. The pictures are comprehensive, which allows readers to be able to carry out a panoramic view of Salone Internazionale del Mobile. However, the exhibition scale and the time of one week pose great difficulties for picture taking. And many designers coming back from the show have still been feeling a pity that there are too many booths to be seen. Luckily, the pictures by Mr. Xiao are bound to represent a comprehensive and detailed display. And there are many designers who often say, the cost of 50 thousand RMB got information less than that of these pictures, and there is no comparison between picture resolutions.
 3. The pictures are so professional, which embodies designer's deep understanding of design concept, sensitivity of capturing creative sparks, and ability of fast imaging. This is the comprehensive integration of a variety of professional accomplishment: designers find creations, photographers get points, media capture bright spots, and entrepreneurs discuss business value. All are requirements to obtain such professional video effects. Therefore, for professionals, this book is with excellent value for reference.
 4. The pictures are beautiful; some photos can be a decoration directly. Xiao processed about 1,000 photos by himself, and his efforts bring us these artworks and visual enjoyment. Please, dear readers, cherish them.
- Milan is a space to pilgrimage for designers, upholstering designers, exhibition designers, material manufacturers, furniture manufacturers, lighting manufacturers and media. Salone Internazionale del Mobile is the feast of design, guiding fashion and trends. It's the vane of relevant industry development. Although a few of us visit it by personal, we and more designers still can got first-hand and comprehensive information through the lens of Xiao's.



▶ 作者看米兰

▶ View of Author



萧爱华

建筑室内设计师
中国摄影家协会会员
上海萧视设计装饰有限公司首席执行官

2002年获得全国第四届室内设计大展金、银、铜奖
2005年获得上海第四届建筑室内设计大奖赛金、银、铜奖
2008年获得亚太室内设计双年大奖赛优秀作品奖
2008年摄影“宁静港湾”获亚太地区“感动世界”中国区金奖
2006年获得上海第二届“十大优秀青年设计师”提名
2007年获得全国杰出中青年室内建筑师称号
2007年获得中国十大样板房设计师50强
2008年获得全国设计师网络推广传媒奖
2009年获得SOHU“2009设计师网络传媒年度优秀博客奖”
2009年获得“中国十大样板间设计师最佳网络人气奖”
2009年获得华润杯中国建筑设计师摄影大赛最佳建筑表现奖

Edward Xiao

Interior Architect
Member of China Photographers Association
CEO of Shanghai Shaw's Design

Prizes of Gold, Silver and Bronze in the 4th China National Interior Design Exhibition, 2002
Prizes of Gold, Silver and Bronze in the 4th Shanghai Interior Design Grand Prix, 2005
Award of Good Design of Asia-Pacific Interior Design Biennial Grand Prix, 2008
Photo of "Quiet Harbor" Won Gold Prize of China Area of Asia-Pacific "Moving the World" Award, 2008
Nomination of the 2nd "Ten Outstanding Young Designers" Shanghai, 2006
Titled as National Outstanding Young Interior Designer, 2007
Titled as Top 50 of China Ten Designers for Sample House, 2007
Media Prize of National Designer Network Promotion Award, 2008
Outstanding Blogger Prize of SOHU Designer Network Media, 2009
The Most Popular Netizen of China Top Ten Designers for Sample House, 2009
The Best Performance of China Resources Cup & China Architectures Photography Competition, 2009

米兰，很近，也很远

Milan, Close and Faraway

撰文：萧爱华 时间：2011.5.19
By Edward Xiao Dated on May 19, 2011

有很多朋友羡慕我，说我活得潇洒，其实真正了解我的人都知道我是一个活得很傻的人，萧是我的姓，叫我萧傻才正确！

我说过一句所谓的名言：做聪明人的傻瓜，不要做聪明式的傻瓜！

话是自己说的，但我做到的一直是后者，作为一个事业也算有点成就的人，我这个傻瓜还每年自己去米兰拍照片，再把照片做成书奉献给所有中国的设计师们，希望中国的设计师们可以通过这些不断出版的书籍借鉴世界最新的设计而在未来出现真正的大师，十年过去了，大师没看到，大爷看到不少！

今年是米兰家具展五十周年庆，本以为到周年纪念的米兰家具展应该会更加光彩亮丽，飞抵之后才知道老外更注重的是传统而不是虚幻的周年，和往年一样，家具展是主体，单年是灯具，双年是橱柜和卫浴的辅助展览。今年是2011年，灯具就成为辅助展了，而这次的辅助灯具展可以说已经登峰造极，的确让我们大开眼界，也让我们知道了世界的光明还可以这样创造！

本次米兰家具展的拍摄非常困难，究其原因祖国的家具创造力水平未流、仿制水平一流，虽然本次我用的是记者身份拍摄，但也遭遇无数次的NO photo，在N次的解释中，还是会遇到许多的拒绝，甚至是一种厌恶眼光的允许，这就是中国记者及设计师在国外一些顶级家具展览上的遭遇，我相信去过米兰家具展的设计界同仁都有这种感受，特别是像我这样拿着专业相机的人，好在我这个家伙是一个聪明式的傻瓜，会一点狗不理的日文，拿出日本《读卖新闻》的特约记者身份才拍摄到许多奉献给你们们的、顶级家具的展览现场，希望本书的出版给你们的是设计灵感的借鉴，而不是给某些家具制造商家直接抄袭和仿制，在此拜托各位，请不要再给中国丢脸了！

今年年初去美国，回来之后时差还没有倒顺就去了米兰，米兰结束立马就去了瑞士，刚回国立即修整这些家具展的图片，完毕之后马上又去了美国，昨天晚上才回国的，早上刚醒就开始写这个序言，世界都晕天黑地的，体力透支过度，的确非常疲惫。

翻开一张张米兰家具展的照片，在身体疲惫的状态下精神就像打了一支鸡血，又开始亢奋起来，从照片中我们可以看到米兰家具展的布展是世界顶级的、家具设计是前沿的、灯具设计是超乎想象的……

每一张图片中的作品都是世界前沿设计师的心血，奉献给你们的一张张照片背后是我带有激动心情的视觉，坐在电脑前，看着这一张张的照片，寻思人真的很伟大，世界在我们这些有极强思维的高级动物手中不断变化着，一个很简单的头饰可以成为一个灯具；一块很粗糙的木板可以成为一个家具；一张很薄的纸就可以成为一个展览的空间，即使只是一些简单无形的灯光线条都可以构造一个虚幻的世界，这就是米兰家具展，也是伟大的现代设计师们每年的聚会场所。感谢米兰，感谢设计师，更感谢上天创造的人，让我们可以欣赏到无穷变化的美丽世界，可以让我们触摸实实在在的生活！

郭丽丽站在我的身后看着我在这二十分钟之内写下上面这些文字，从头看到尾，发现只有一个错别字，惊叹我这个家伙的速度和思维的方式，其实她不知道我还有很多坏毛病，我在电脑前码文字的速度已经可以跟上我的思维速度，写任何杂文、散文都非常随性，没有一个固定的写作套路，没有任何的文学框框约束，并且写完之后基本不修改，这个毛病一直会延续到这个序言中，所以有错别字或文字不通顺您也就随便看看，我就是这样性格的人，随性、随心、随意、随便是我的人生信条，永远不会改变，也不指望您对我提出看法我就会狗改了吃屎的毛病，看到开心处您哈哈大笑，看到我胡说处心中骂句娘也就随我去吧！

早上COCO传给我看她写的前言，其中提到我在做设计之余每天还要处理一大堆公务，应付客户、材料商、媒体等各路人马，一天还能省出时间写出七八千字的文章，这点是对我的夸大表扬，我自己最清楚在码文字这件事情上我的习

性是超级懒惰的，高兴的时候一气呵成写几个不同内容的杂文，懒惰的时候十几天不写一个烂文，就连骂娘都懒得出口，这就是我，虽然懒惰兴奋的时候还是很愿意去写这些



是人类的天性，好在我乱七八糟的杂文的，昨天晚上刚从美国回来，其实思维还在恍惚中，但还惦记着要写这个序，于是就打开电脑，乱七八糟地写下以上文字，告诉你一个真实的我在潇洒的表面下其实很累，但我相信这种累是值得的，因为我还拥有一个希望就是本书一定会给未来的中国设计大师贡献一份微薄的推力，这样也就值得我去为大师而累，为中国的未来设计而累了，这种累我相信会值得您来自内心的称赞和尊重！同时也感谢您，未来的大师，更期待可以和您在未来的设计界相逢，一起来谈论我的这些书，谈论我今天写的序！

Many friends admire me, because they think, a natural and unrestrained life I have really been living. In fact, anyone who really knows me holds the view that I'm living a fool's life. Xiao is my family name, so they should call me "Fool Xiao".

Ever did I say: to be a fool-like wiser, rather than a wise fool!

Believe it or not, I am ironically one of the latter one. Attending and photographing Salone Internazionale del Mobile are my practice every year. The result is one book for all Chinese designers. I hope real star designer, even the real master would appear among them. The reality is not as what I expected, when ten years elapsed, no one has grown up to a real design master, but those have a swelled head and feels too good about themselves.

Salone Internazionale del Mobile celebrated its 50th anniversary this year. I had been expected a more grand event before arrival. The reality let me know that the host pays more attention to the annual tradition rather than celebrating any anniversary. Furniture Fair is still the principal part as before, and in odd years, Euroluce is auxiliary while in even years is auxiliary cabinets and bathroom exhibition. Therefore, Euroluce played a secondary role in 2011. Incredibly and surprising, the auxiliary lighting fair reached the limit, which broadened my horizon, making me aware of what a lighting creation can be.

The fact of "No Photo" embarrassed me even posing being a journalist. Such a personal experience journalists and some designers share at top furniture fairs abroad. The ill reputation bad at creation but clever at copy has been winning Chinese insiders, both designers and reporters disgusting look time and time again. All projects collected in this book are actually by a status of special correspondent working with Yomiuri Shimbun. Of course, that's me, with a much professional camera and some poor Japanese Language. The publication of the book is destined to provide inspiration for creation, not for direct copying or imitation, which is bound to shame China and we, all Chinese.

Early this year witnessed my global journey from US, to China, to Milan, and to Switzerland. Then back the China saw finishing of pictures taken at Milan Fair, and another fly to US without any interval. When the morning after the return to China the day before started the preface, the world seemed to be in dark and the heart and soul excessively exhausted.

Pictures one after another, however, seemed to be cardiotoxic, and confided in images, that Milan Furniture Fair is cutting-edge design, while Euroluce is beyond imagination.

Each picture is no doubt the commission dedicate by leading designers. We can't help marveling at the masterpieces: beneath the skillful hands, a very simple headwear can be a lamp, a very rough wood can be a furniture piece, a thin sheet of paper can be an exhibition space, and even only invisible luminous beams can make a virtual world. And this is what Salone Internazionale del Mobile counts, a place which gathers great modern designers annually. Thanks to Milan, thanks to designers, and especially thanks to human beings, without whom, we would have no way of touching the real life!

Guo Lili, my colleague, stood behind me watching me write above words within twenty minutes. When she found out only one typo, she was amazed at my speed and my way of thinking. Frankly speaking, she doesn't know that, I have a lot of habits, like my writing speed at computer can follow the speed of my thought. The habit naturally penetrates into the preface, that no routine is fixed for any essay and prose, or I never impose any constraints on my literary frame, or any of my writing seldom undertakes correction. Such are life credos to follow personally, follow heart, and follow feelings. Just as the leopard would never change its spots, I never expect that I can be changed because of criticism. Either to be spoken highly or ill of, is up to you, and is none of my business.

Just as quoted in the preface by Ms. Huang Ying, I, as unexpected, could take my time off my busy schedule to write seven or eight thousand words a day. That's really an exaggerated praise, for I actually super-lazy, if in a good mood, the contents of several different essays at one go is no problem to me at all, but if in a bad mood, an article of not so high quality poses a great threat. Fortunately, I am ready to write this and that sometimes, despite human laziness. Even in a trance, the just return from US last night made this text. The efforts are worth it, because this book, I believe, is destined to make promotion to China's designers in the future. My efforts for China's future are worth your praise and respect. Thank you, all future masters. And with you, I look forward to having a discussion on my books, and the preface I write today.

专家谈米兰

Thoughts of Experts

米兰，花样年华五十年

ISaloni, 50 Years young

撰文: Julia

By Julia

【展会时间】2011年4月12日~4月17日

【展会地点】米兰新米兰国际展览中心

【组委会】COSMIT & Federlegno-Arredo

【官方网站】<http://www.cosmit.it>

【展出类别】国际家具展、国际装饰配套展、欧洲灯饰展、国际办公家具展

【同步登场】卫星展

Date: April 12-17, 2011

Location: Milan Fairgrounds, Rho

Organizing Committee: COSMIT & Federlegno-Arredo

Homepage: <http://www.cosmit.it>

Isaloni Includes:

Salone Internazionale del Mobile

Salone Internazionale del Complemento d'Arredo

EuroLuce SaloneUfficio SaloneSatellite

创新是所有展览活动的核心，不仅在于人或产品的创新，更要有回顾过去、放眼未来的创新精神。创新影响着最初的一批企业家们，聚焦在1961年第一届米兰国际家具展，就在那个时候米兰设计诞生了。一个值得庆祝的时代诞生了，那是商业的世界和大师的创意完美结合的时代。创新是设计的核心价值，有了更丰富的家具设计动态，才能再创造更美好的未来。

米兰展历史回顾

1961年，米兰家具展创办至今已有50年的历史。展览固定在每年4月初，于意大利新米兰国际展览中心举行。米兰家具展为行家们提供了展示、切磋和贸易的理想舞台，同时也展示了世界各地室内装饰的最新动态。它既是一个崭新创意的演示台，又是一个世界主要企业及商业买家的交易中心。

逐渐累积的磁吸效应形成了米兰国际家具展、米兰国际办公家具展、米兰国际厨房卫浴家具展、米兰国际灯具展、米兰国际家具半成品及配件展、国际青年明日之星沙龙展等系列品牌展的整体观摩与影响力。它是全世界建筑、室内、家具、服装、配饰、灯具、电器、首饰流行设计的风向标，被誉为全球设计潮流的“奥林匹克”盛会，是全世界家具、家居、建筑、服装、配饰、灯具、设计专业人士朝圣的盛会。

在米兰国际家具展，设计、创意、品味、科技、时尚和潮流得到了充分的体现，意大利以其领先世界的设计和 product，预示着未来几年家具业的发展趋势和全球家具市场的变化动向，将对全世界的家具业产生重大影响。

从1974年开始，展会增添了每两年一度的主题展会——厨房家具展（Eurocucina），其后在1976年举办了国际灯具展（EuroLuce）。1982年，办公家具展（Eimu）开幕，1989年，新增装饰配套展（ComplementodiArredo），1998年开始举办国际青年明日之星沙龙展（SaloneSatellite），2000年后在米兰国际家具展（SaloneInternazionaledelMobilediMilano）的基础上进一步同时举办“米兰设计周”（Milanodesignweek），把米兰整个城市融入国际设计展，使米兰成为一个完整的大米兰地区设计展览系统，每一个展览都如锦上添花般热闹非凡。

米兰国际家具展以家具国际贸易为主要目的，所以“米兰设计周”的许多不同专业、不同主题的设计展览活动中，真正的时尚潮流与设计创意发布活动反而是在大米兰地区众多设计博物馆、设计中心、设计品牌专卖店举行的，而且近

年来，许多著名的家具品牌，例如：意大利B&B、法国VIA等都是选择在米兰市区举办自己的主题设计展。

值得一提的是，出现于1998年的卫星沙龙展（Salone Satellite）为设计领域提供了一个广阔的舞台，让那些初出茅庐的年轻人展示其前卫的设计作品。此展已成为设计领域里培养年轻设计师的熔炉。事实也是如此，越来越多在卫星沙龙展厅上初次面世的设计，后来很大一部分都成了大公司标准生产线上的产品。随着企业与年轻设计师之间设计合约的增多，这个“实验场”已日趋成熟，并得到广泛的认可，吸引了国际主流媒体越来越多的关注。

米兰国际家具展是现代家具时尚设计的前沿，不仅是意大利出口家具的平台，也是全世界家具业界人士每年都热切期待的盛会。其主要功能是促进意大利家具的出口，随着米兰展的继续开来，意大利家具出口额也蒸蒸日上。米兰展起到了促进市场发展的作用，事实也很快地证明了这一点。

第50届米兰展的分布与宣传活动

米兰国际家具展的一贯理念是坚持质量，同时平衡传统与创新。位于Rho的米兰展馆全方位提供欣赏、接触和体验世界上最好的家居装饰产品的机会。按产品分类有床、衣柜、椅子、室内照明、户外照明、办公家具；依类别分类有设计单件、组合系列；以风格分类有古典家具、现代家具和Design家具，此外，那些开创潮流的设计就更不用多说了。

今年展馆采用新的布局：Design家具加添了16和20号馆；欧洲之光（国际照明展）坐落在第9、11、13、15号馆，国际办公家具展（工作环境双年展）则在22、24号馆，两展对应，巧妙地坐落在西门（Porta Ovest）和南门（Porta Sud）之间。

米兰家具展公司（Cosmit）为今年的欧洲之光国际照明展（EuroLuce）特别安排了米兰市的核心地带，也就是现在斯卡拉歌剧院广场（Piazza della Scala）和圣费代莱德拉广场（Piazza San Fedele），广场周围是过去古人崇拜的、名为卢卡斯（Iucus）的小树林，Iucus是光的意思，古人认为这些树是神圣的，他们打算还原这个古代神圣的小树林，当灯光照射在树上时，呈现出一种象征宗教意义的氛围。

同样以令人印象深刻的米兰大教堂广场（Piazza Duomo）为背景，“原理——前进艺术（Principia - Forward Arts）”是建筑师Denis Santachiara为想象未来而设计的大型艺术装置，是一条通过八个空间的路径。与他合作创造这个项目的是Solares Fondazione delle Arti公司、一些科学家以及一些年轻有为的艺术家。他们巧妙地利用科学演绎最新的科学发现，创造独特的艺术品，归根的原理就是最新、最尖端的科技。

虚拟技术使米兰家具展（I Saloni）变得更加便捷，只要有一部iPhone或其他智能手机就可以登录到Cosmit官网，并且通过mobic3平台（由Neos注册的网站www.mobic3.com）自动链接到Saloni Preview Application预览应用程序，进行优化小屏幕浏览。

整体展品呈现4大特色

1.今年让人眼睛一亮的色调以蓝、黄、绿为主。许多设计师的创意更是吸引眼球，用色与用料都相当大胆，例如以深咖啡色搭配亮黄色。

2.用材走流行路线，采取混合材质的模式，领带、铁链等材料都在展品上出现。异材质的结合，也以更富科技性的手法改变家具结构。日本设计团体创作的椅凳，采用复合胶板（hybrid-plywood）制作，这是在日本设计公司 Otte Design 的技术支援下，将山毛榉与铝合金薄片层层交叠加压而成的复合材质，让这件作品有着“轻盈（waft）”的轻质实体结构以及如叶片般轻薄的外观。此复合材质的特性使这张椅凳可在四个椅脚处做适度扭转，以便提供足够的承载力。让每件作品都传递出属于自己的完整信息，家具的设计显得更加有趣。

3.许多设计摆脱制式框架，带点轻松甚至摇滚的味道，从繁复的修饰与讲究对称的结构中挣脱。以AntiStress系列中的low chair为例，它以金属条架构出格栅式的座椅基底，而每个格子均可置入一个彩色软球，让刚硬的金属条状结构顿时展现出柔软厚实的质感，使用者也可随意地将彩色软球做排列组合，以此调整出最适合自己入座的结构或造型变化。因此，这样的互动性设计让使用者对

这把座椅有了更高的情感附着度。

4.部分展品走回归自然的路线,甚至带点手作感,采用原始物材表达更多的反璞归真。也许是设计师们都认识到火山喷发、地震、海啸等灾难频发,人们不再只追求个人利益、经济成长,而是开始反思人与环境之间的关系,人与产品之间的亲密度相对提高,自然因此成为主流,人类要善加利用原始物材,以呼应大自然的环境变化。今年在色系上出现许多与自然相互呼应的色彩,除了主流的大地色系之外,也出现许多相衬的色彩,如绿色或蓝色,仿佛要将居家空间移植到户外一般,即使在室内也可以感受户外的自然气息。虽然出现许多高彩度的色彩,但不难发现这些颜色中带着一点灰调,让高彩度色彩的家具显得沉稳,同时又可以点缀空间,成为焦点。

Of all exhibitions innovation is the core: the meaning of innovation not only lies in the physical innovation, person or product, but also the spirit to look back and ahead. Innovation exerted great influence on the first entrepreneurs, and got together at Salone Internazionale del Mobile 1961. That is the establishment of Milan design. An era to celebrate was given birth to, and that is the perfect combination of business and master creation. Innovation is the core value of design. And only with richer dynamic furniture designs, can a better future be created.

History

Since 1961, Salone Internazionale del Mobile has spanned its 50th anniversary. The annual fair is held in Milan Fairgrounds, Rho every early April. It provides a platform to display, to exchange and to trade. When the latest interior creations get together here, a leading trading center has naturally come into being.

Its special magnet effect has gradually brought about diverse theme exhibitions, Salone Internazionale del Mobile, Salone Internazionale del Complemento d'Arredo, Euroluce, SaloneUfficio, and SaloneSatellite. It has been the benchmark, of architecture, interior design, furniture, clothing, accessories, lighting, electrical appliances and jewelry. It's a design "Olympic" event, and it is a congregation for global professionals in industries of furniture, household, construction, clothing, accessories, lighting and design.

Design, creativity, taste, technology, fashion and trends are fully reflected in Milan, and Italy is thus to guide and affect the world furniture market with its leading designs and products.

Theme exhibitions since 1974 has been held every two years, like Eurocucina from 1974, Euroluce from 1976, Eimu from 1982, Complementodi Arredo from 1989, Salone Satellite from 1998, and Milano Design Week from 2000. Then, the whole city of Milan has been melted into the international design exhibition, and a complete system of design exhibition has been accomplished in Milan, each complimenting to another.

Salone Internazionale del Mobile mainly promotes Furniture international trade. Therefore, the real fashion and design creativity become conditioned in many design museums, design centers, and design brand boutiques during "Milan Design Week". Famous furniture brands have recently been holding theme design for their own brands, like B & B, an Italian brand, and VIA, a French brand.

In particular, Salone Satellite emerging in 1998 provides a broad stage for young fledglings to display their avant-garde works. And today, the exhibition has become a melting pot to train young designers. As the fact goes, more and more projects first available at Salone Satellites, have been manufactured in standard production lines of big companies. As companies are beginning to cooperate with young designers, the "experimental field" has gone matured and widely recognized among international mainstream media.

Salone Internazionale del Mobile is the forefront of modern furniture.

It is not only a platform for Italy to export furniture, but a pageant, from which world furniture industry expects a lot each year. It mainly promotes the export of Italian furniture. In the course of its development, the Italian furniture exports are booming. And the contribution Salone Internazionale del Mobile has been made can't be ignored.

Pavilion Distribution and Propaganda

Balance between tradition and innovation is the principle that Salone Internazionale del Mobile has always been adhering to. The new center of Rho provides multi-direction opportunities to enjoy, to touch and to experience the best home decorations. By product category, there are types of bed, wardrobe, chairs, indoor lighting, outdoor lighting, and office furniture; by classification, there are signal and combined; by style, there are classical, modern and designed, as well as those to create trends.

This year, Hall 16 and Hall 20 have been dedicated to delight visitors. Euroluce and Salone Ufficio were held face to face, Hall 9, Hall 11, Hall 13 and Hall 15 for the former, and Hall 22, Hall 24 for the latter. This enriched the range of exhibition convenient to exchange, to communicate for dealers and developers. Meanwhile,

the links between office equipment and lighting were expanded, especially when both enjoyed good geographical location between Porta Ovest and Porta Sud. Due to Euroluce, by light exposure Cosmit created an atmosphere of religious symbolism in the heart of Milan, where stand Piazza della Scala and Piazza San Fedele. Around the latter there used to be a forest where Lucus used to be worshipped for the small trees then were considered as sacred. Today the Lucus forest is planned to be replanted for the religion atmosphere once with light cast on.

The impressive of Piazza Duomo was taken as the backdrop for Principia-Forward Arts, a large art installation to be launched from April 12th to May 1st, by Architect Denis Santachiara who faced future. The exhibition space covers eight sections, where projects are cooperated with the company of Solares Fondazione delle Arti, some scientists, and some young and promising artists. The latest scientific findings were employed for the interpretation of unique artworks; and the final principle relevant is the newest and most cutting-edge technology.

Virtual technology makes I Saloni more convenient. An iPhone or a smart phone can get access to official website of Cosmit. The website, www.mobc3.com automatically linked to Saloni preview application, to optimize the small screen viewing.

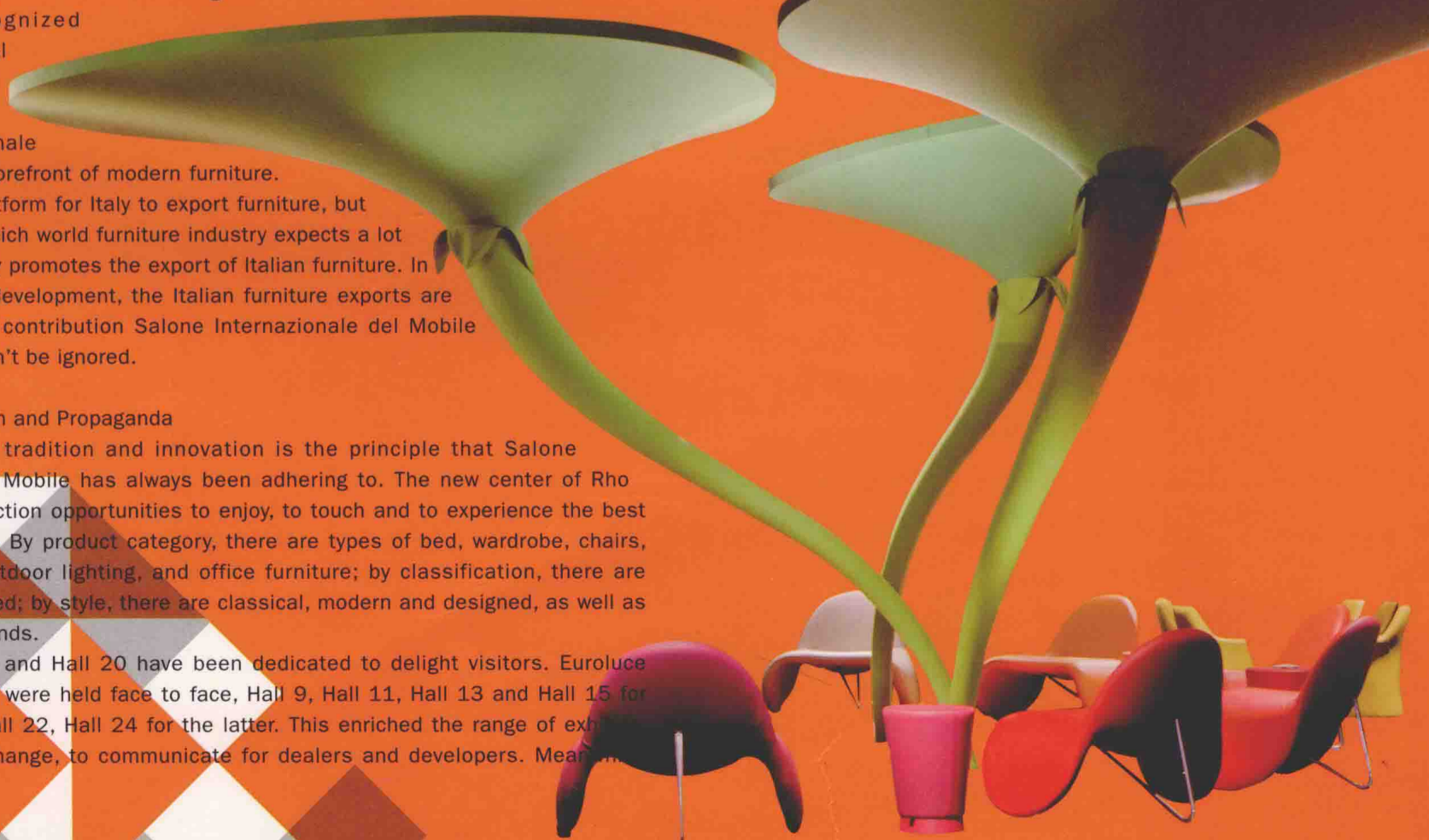
Features of Exhibitions

1. The dominating hues of blue, yellow and green are eye-catching. This is true of creations by many young designers. Colors and materials are very bold, like deep brown going with bright yellow.

2. Materials follow the popular trend, like mixed patterns, ties, and chains. The combination of different materials enriches the furniture construction in more scientific and technological approaches. The stool by Japanese design group, is of hybrid-plywood, a composite material with Otti Design supporting technology to overlap layers of beech and sheets of aluminum alloy. So its entity structure looks as wafting and thin as leaves. The characteristics of this composite material, makes it feasible to turn at feet to provide adequate bearing capacity. Only when each piece conveys the full message to bring out their characteristics, can furniture design become more interesting.

3. Many projects have broken away from the standard frame, a little relaxing just like that of rock and roll: no complex decoration or no symmetry; the low chair of AntiStress series, for example, is endowed with a chair base of metal grille structure, and each grid can be placed in a colored soft ball, which instantly soften the rigid structure of metal strip, or these soft balls can be freely adjusted to make the most suitable seat structure or shape for sitting needs. The interactive design, thereby allows the user a higher degree of emotional attachment.

4. Some exhibits have gone back to nature, somewhat handmade. Raw materials have been employed are good expression to return to innocence. Perhaps because of the frequent disasters like volcanic eruptions, earthquakes and tsunamis, people are no longer only in the pursuit of individual interests and economic growth, but begin to reflect on the relationship between human beings and environment, human beings and products. As the relative cohesion increases, natural is becoming the mainstream, and raw materials are being made the best use of to corresponding to the environmental changes. This year, hues echoing with nature are sprouting out. In addition to earth tones as the mainstream, there have many contrasting colors, like green and blue. The interior space seems to have been transplanted outdoors and occupants even indoors can also feel the natural flavor. Despite many high-saturation colors, furnishings in a little gray look calm, and become a spatial focus when they embellish around.



2011米兰国际家具展 呈现的空间设计趋势走向

Global Trend of Space Design Guided by
Salone Internazionale del Mobile 2011

撰文：Julia
By Julia

每年一到米兰展周期，就可以看到国际家具大厂推出一套套令人惊艳与赞叹的全新力作：新色彩、新材质或者新线条，每一项产品莫不是带领下个设计潮流的风向标。

趋势一：绿色环保是主流

现代家具展区和灯具展区所展现的新趋势是“环保仍然是主流”。用现代手法演绎古典，将自然材质融入现代生活。与往年相比，今年的照明灯品在设计上更贯彻节能、低碳理念，并且随着材料科技的演进，展现更高质量的触感。用很普通的环保软膜材料构成看起来很奢华的灯具，不仅创意十足，更采用了节能的LED灯泡。

环保材质与低碳材料运用不再是单纯的口号，自然材质被实际运用在家具与空间的配搭里，展现的是在高科技化的今天，人们内心其实更渴望追求原生态的生活，艺术与科技、设计与生活在此融汇贯通。

趋势二：家具变朋友，更是你我生活的一部分

我们每日生活起居必须接触家具，因此，如何让家具更加人性化与智慧化也是设计师们一直思考的方向。参展的许多产品在设计上选择了对人类而言极具亲和力的布料，比如亚麻。至于科技智慧化方面，例如一个柜门与电视背景墙合二为一的衣柜，打开柜门的时候电视机可以左右平移。许多可以自由组合的产品，就像板式家具一样，在小空间内实现了多种家具并行不悖的多样化可能。

充满设计感的家具，让人感觉它们不仅仅只是一个工具或摆设，而是一个有着自己个性、脾气的生物体。比如有一张柔软的三人沙发，它的靠背是可以通过揉搓任意改变形状的，可以适应任何体型的身體需求；还有一张单人沙发，形状犹如一个购物袋，坐进去就像被“打包走”，充满幽默感；而另一套皮沙发，其两边扶手的形状是两头威猛的黑豹，有种不怒自威的尊荣感……

在米兰展可以真切地感受到设计与生活是没有距离的。例如古典馆，一款白色的欧式家具穿上了四只黑色的蕾丝花边袜子，在灯光的辉映下极其经典；在新



锐设计师展区，其中一个设计师设计的凳子穿上了西部牛仔裤，椅子靠背后面还有裤兜，让人不禁莞尔一笑。其实，这就是设计！

趋势三：整体化软装展示品牌文化底蕴

品牌讲求延续性。除了家具，每个品牌的展位更是一个独立而充满设计概念的完整展示空间，展位里完整地包含了客厅、房间、书房等，所呈现的不仅是一个个单品，更是表达了各种生活氛围，表现品牌所赋予生活的价值观。软装一体化与品牌特质密切接轨，呈现家庭的、会客的、商务的定位一目了然，而在展厅内，还有跟普通人一样打扮的展示模特儿，在展示空间内或坐或卧，神情闲适。模特儿们所表现出来的种种享受神态，让参观者们心驰神往，进而增加对该品牌的认同感。

趋势四：最吸睛的设计师单椅

知名设计师的年度单椅向来是米兰展最受瞩目的焦点。Patricia Urquiola的单椅作品，风格充满大地之母的宽容和温暖，如她为MOROSO设计的BIKNIT单椅，用织网的概念诠释单椅，犹如织网吊床一般，强调耐重与舒适，是展场的焦点作品之一。另外，她为B&B设计的HUST椅，则又是另一个经典作品，厚实的铺棉椅垫，让人一坐上去就不想起来。荷兰年轻设计师Sophie De Vocht为CASAMANIA设计的Loop椅，则又是另一个颇具潜力的新作，设计师亲手以柔软的尼龙线编织成椅子，椅脚自然蓬松向前延展，外形像只拖鞋，也像是地毯的延伸，同样强调舒适与设计感。擅长运用新科技与设计手法创造出产品戏剧性的Moooi，则在米兰家具展推出Studio Job造型缤纷讨喜又充满设计感的最新作品“Gothic Chair”，以轻巧的塑料取代厚重的木头教堂椅，现代化的材质与活泼抢眼的色调，不论在室内或户外，皆可搭配出不一样的独特风格。



Each year Salone Internazionale del Mobile would strike visitors with new masterpieces by international furniture manufacturers: new colors, materials, or lines, all would not decline to should the benchmark role.

Trend One: Green Mainstream

Exhibitions of modern furniture and lighting reveal that green design continues to be the mainstream. The classical is interpreted with modern approaches while style, natural materials will be integrated into modern life. Compared with previous years, lighting this year emphasizes more on energy-saving, low-carbon, and touch of with higher quality thanks to the evolution of material technology. A luxurious-looking lamp is unexpectedly of common soft film material, but creative. The more-energy efficient LED bulbs further enhance the environment-friendly concept.

The application of green materials and low-carbon materials is not a mere slogan. The natural materials have actually been employed into the furniture and the space. The presentation of high-tech today, in fact, is more pursuit of a life of original ecology, where art and technology, design and life communicate with each other.

Trend Two: Furniture to Be Friends in Life

Due to the fact that, furniture has been an essential part in our daily life, how to make furniture more humane and intelligent has always been thought over. Many exhibitors have chosen fabric as the material in terms of great affinity for the human beings, like linen. A wardrobe integrates a cabinet and the TV backdrop is a good example of intelligent design. Once the door is opened, the TV set can be portable to left and right. Many combined products, like panel furniture, accomplish the feasibility of diverse furniture coexisting in one space.

Filled with a strong sense of design, furniture feels as if they are not just a tool or decoration, but an organism that has its own personality and temperament. A soft triple-seat sofa, for example, can arbitrarily change its backrest to adapt to any size requirements; a single sofa, like a shopping bag, makes you feels as if packed into once seated; and another set of leather sofas, look with a dignified sense with two handrails like two panthers...

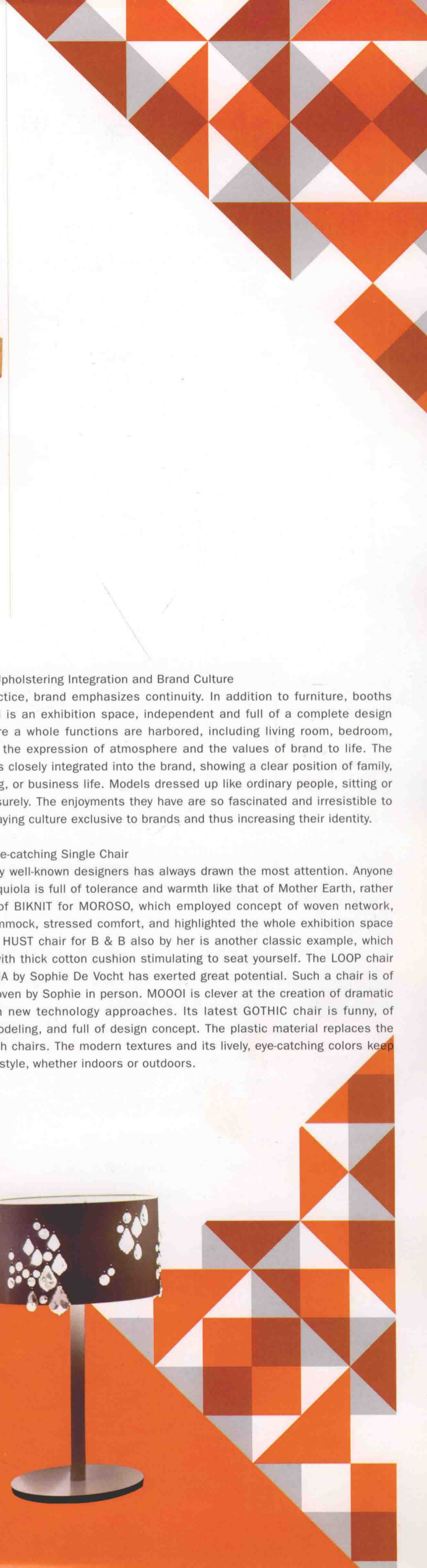
It's no doubt that here can make you truly feel, no distance between design and life. In the Classical Hall, for instance, a white four European furniture piece dressed in black lace socks, shines classics in the light; and in the exhibition for cutting-edge, one stool is bold enough to of wear western jeans, with pockets on back. In fact, this is what design means.

Trend Three: Upholstering Integration and Brand Culture

As is the practice, brand emphasizes continuity. In addition to furniture, booths of each brand is an exhibition space, independent and full of a complete design concept, where a whole functions are harbored, including living room, bedroom, and study for the expression of atmosphere and the values of brand to life. The upholstery is closely integrated into the brand, showing a clear position of family, guest-receiving, or business life. Models dressed up like ordinary people, sitting or lying, look leisurely. The enjoyments they have are so fascinated and irresistible to visitors, displaying culture exclusive to brands and thus increasing their identity.

Trend Four: Eye-catching Single Chair

Single chair by well-known designers has always drawn the most attention. Anyone by Patricia Urquiola is full of tolerance and warmth like that of Mother Earth, rather like the one of BIKNIT for MOROSO, which employed concept of woven network, felt like a hammock, stressed comfort, and highlighted the whole exhibition space instantly. The HUST chair for B & B also by her is another classic example, which is equipped with thick cotton cushion stimulating to seat yourself. The LOOP chair for CASAMANIA by Sophie De Vocht has exerted great potential. Such a chair is of nylon lines woven by Sophie in person. MOOOI is clever at the creation of dramatic products with new technology approaches. Its latest GOTHIC chair is funny, of Studio Job modeling, and full of design concept. The plastic material replaces the wooden church chairs. The modern textures and its lively, eye-catching colors keep a continuous style, whether indoors or outdoors.



全球大品牌齐聚 以设计展望未来

Name Brands and Future Design

撰文：Julia

By Julia

FLEXFORM——舒适的来源

转换一下心情，来自意大利的FLEXFORM诉求降低空间的沉重与无趣，透过新发表的四款家具设计，展现对生活的轻松应对。对FLEXFORM来说，一个好的家具可以带来欢愉，但重要的是要如何摆放，才能让人在空间走动时，随时都能享受舒缓压力的乐趣，毕竟家是生活的重心，能在家中全然放松，才能更好享受生命。

Moroso——体现自然的逻辑创意

意大利家具公司Moroso将设计视为岛屿型的组合景观，以产品去探讨个人和团体的不同享受。今年为米兰推出的多种系列作品，利用现代材质去分析和探索Moroso的品牌个性，并坚定地表达“设计没有国界”的理念。有了材料研究、创新技术、新的工业做法，现代生活将会呈现意想不到的全新美感。

Modo Luce——光的想象领域

照明设备对于现代生活已经不单纯只是打灯而已，诸多设计大厂和设计师纷纷推出别具特色与个性的灯具设计。来自意大利的灯具公司Modo Luce，就是以创意灯具闻名世界。除了各种形态的灯款，低耗能等创意更占据了市场焦点的中心。于米兰展推出的Angelica，其设计师将照明设计成如同天使一样悬在空中，利落的悬壁灯上以电线为唯一连结，灯罩会随着流动空间摇摆，也被称为“摇摆灯”。另一款Artu' gruppo为结合色彩的盔甲设计，两个或多个单位组成的圆柱体使光从中间细缝或上下洞口透露出来，为照明领域留下更多想象空间。

HERMES——质朴的高贵

HERMES（爱马仕）今年首度参展，展现进军家具市场的企图心。爱马仕邀请日本建筑师阪茂（Shigeru Ban）与Jean de Gastines以硬纸板搭建一座禅风小屋，强调不污染、可回收，提倡回归自然的环保主张，陈列展示家具新品简朴实用，强调精致工艺和回归经典。

TRUSSARDI——经典设计的色彩畅想

意大利精品也纷纷推出家具作品，欢庆一百周年的TRUSSARDI（楚萨迪）邀请知名设计师Michael Young合作设计一系列的家具新品，以质朴的造型和丰富饱和的色彩，诠释了TRUSSARDI的时尚品位。

Armani Casa——经典风格回归生活

Armani Casa以经典风格为年代背景，在对称与和谐的追求中，呈现富豪生活。不论是都会居家，还是度假休闲，在两种截然不同风格的体验中，飘散在空间中的温暖气氛是两者奢华品位的共同点。

Moroso——圆润时髦

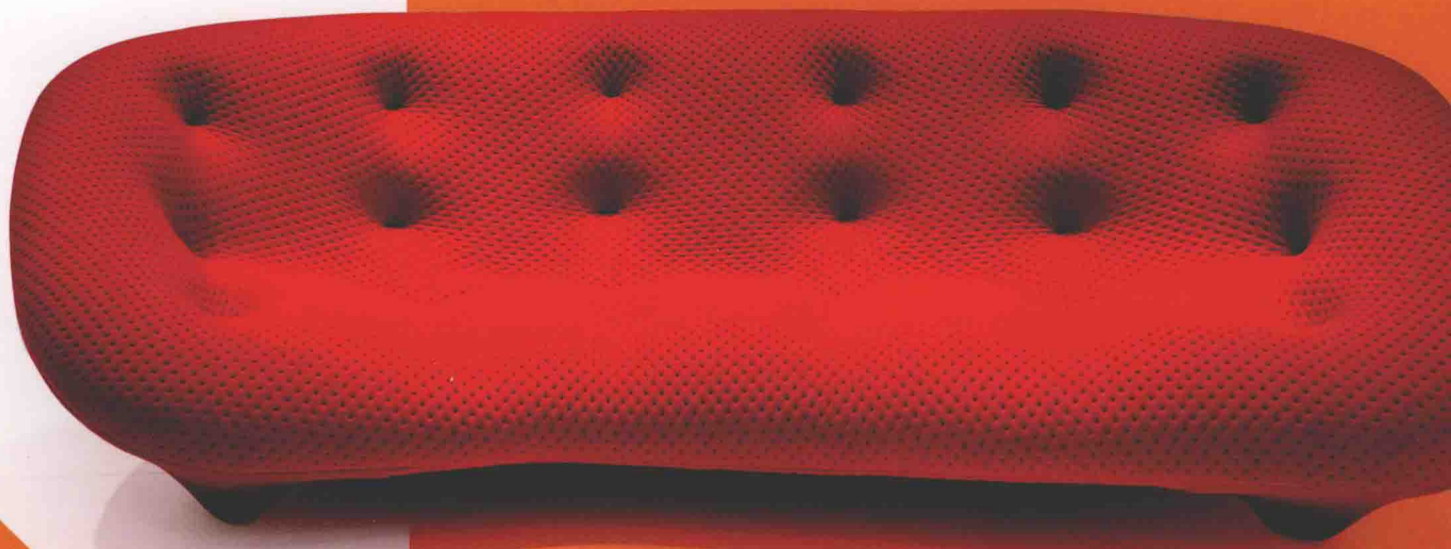
意大利经典家具品牌Moroso与时尚潮流品牌Diesel合作推出了Successful Living圆润时髦系列（Chubby Chic Collection），包含单椅与两种尺寸的坐凳，强调轻松舒适的设计，融合时尚界常见的元素——皮带与皮质把手，运用皮带环绕的圆润造型强调自然柔软，呈现有趣的视觉效果。

Moooi——照相机前的冰雪世界

今年米兰展呼应环保与创意两大趋势，简洁、俐落及延续品牌特色仍是大家的默契。今年迈入第10周年的Moooi选用照相机作为展示间的主视觉，展出一系列品牌照片。最新作品细节仿佛在营造一个冰雪世界，例如圆形灯具上挂着像是细小冰珠的晶体，搭配民族风图腾软件，很有异国风。

Tom Dixon——金属镂空新花样

Tom Dixon近年都以金属为主要媒材，这次也没让大家失望，造型虽然有些搞怪，却维持一贯的流线感，搭配黄铜的温润、不规则镂空设计，十足Tom Dixon。



FLEXFORM-Source of Comfort

Four new furniture designs by Italian brand, FLEXFORM, successfully reduce the heavy and boring out of space, and make a different mood of "easy to face life". For the part of FLEXFORM, a good furniture piece can bring joy, but what matters is how to be arranged in the space to make people move freely, and to relieve stress at all times. After all, home is the focuses of life, where only a pure relaxation can make occupants enjoy life to the full.

Moroso-Logic Creation of Nature

Moroso holds furniture as island landscape, and explores different enjoyment for individuals and groups with the aid of product. The various series of works introduced for Salone this year, is the application of modern materials to analyze and explore its brand characteristic, with a strong belief that design without boundary. Accompanying with materials research, the innovative technology, and the new industrial practices, the modern life will present unprecedented beauty.

Modo Luce-Imagination of Light

Lighting equipment for the modern life has been more than the light for sight. Among many large-scale design workshops and star designers have been offering unique and personalized lighting design. Italian brand, Modo Luce is world-famous for its design lighting. In addition to various forms, its low energy-consumption design dominates the market. Launched at Salone, Angelica, like an angel in the air, is attached on the wall only by the wire linkage. The lampshade sways in the air and wins it a nickname of "swinging light". Artu 'gruppo, another collection, is of armature-like design, combined with color, and consists of two or more cylinders. The light spreads through the slots in the middle or holes upper and down and implants more imagination into the light shadow.

HERMES-Elegance of Simplicity

The debut of Hermes shows their ambition to enter the furniture market. Designed by Shigeru Ban and Jean de Gastines, the Zen cardboard house, stresses claims "return to nature, no pollution, and recyclable initiatives". Furniture displayed is simple and practical, with an emphasis on delicate process and return to the classic.

TRUSSARDI-Classic Design's Color Imagination

Italian boutiques have also introduced their high-quality works, 100-year TRUSSARDI invited well-known designer Michael Young to cooperate for new series furniture. All

these works interpret TRUSSARDI's fashion concept with unpretending shapes and enriched colors.

Armani Casa-Classical Style Return to Life

Armani Casa takes classical style as background, in pursuit of symmetry and harmony to show the luxury life. Whether at home in a metropolis or at leisure, two very different styles can be felt and share a kind of warm luxury.

Moroso: Chubby Chic Collection

The Chubby Chic Collection series of Successful Living co-launched by Italian Classic furniture brand Moroso and Diesel, include single chairs and benches of two sizes that emphasize relaxing and comfortable design, and integrate common elements popular in fashion industry. The employment of belts and handles of leather, and the round modeling surrounded by belt focuses on natural softness, presenting an interesting visual effect.

Moooi-An Ice and Snow World by Camera

In accordance with environmental protection and innovation advocated this year, brand's simple, neat and sustainable characteristics, continue to be a common understanding. The Moooi that has been into business for 10 years used the camera modeling as the main vision to display a range of brand photographs. Details of the latest works seem to create a world of ice and snow, like the small round beads of ice crystals of hanging lamps, which accompanied with national totem software, look very exotic.

Tom Dixon-New Design of Hollowed-out Metal

Tom Dixon has recently taken metal as the main material. And this year went the same. Though funny somewhat, a sense of flow lines has always been maintained. The irregular hexagonal metal is hollowed-out together with brass and moist, magnifies the sense of Tom Dixon.

Kartell-Splicing Games

Kartell engages in a great application of splicing techniques, the mashup of black and white contrast, different elements and lines rigid and soft generates kind of conflict. The special exhibition of Kartell Loves was purely for echoing of Kartell's flagship store in Milan. Italian fashion brands and 45 designers like Philippe Stark, Tokujin Yoshioka, etc. have been dedicated to the reinterpretation of classic products.