

20 YEARS OF AG IDEAS

世界平面设计师协会/编 鄢格/译

20 YEARS OF AG IDEAS DESIGN IS DIFFERENCE

世界平面设计师协会20年作品精选

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序

This book is a tribute to the thousands of people who, over 20 years, have contributed to the development of agIdeas. It is a way of recognising the efforts of all those who have shared the vision and had the endurance to bring this extraordinary event to fruition. What started as a one-off event that was not so different from design conferences around the world has evolved into a event of difference; a series of events that each year present some of the most interesting and talented creative minds in the world. agIdeas International Design Week has grown to a scale that none of us would have ever dared to dream. agIdeas gets better every year. I am grateful to the contributions of all the participating designers and artists, committee members and dedicated staff. I am indebted to the companies who have generously donated goods and services and helped ensure the event continues to be accessible to the current and emerging design industry. To the design studios in our studio access program, I am grateful for your spirit of cooperation and commitment to the betterment of all that is design, and to the lecturers of design academies, for encouraging your students to embrace this wonderful resource. To all those who attend our events, may you remain curious and continue to be inspired by what agIdeas has to offer. agIdeas is ensured of a bright future. As time passes the events seem closer together, but the anticipation of what the event strives to deliver has not lessened.

Ken Cato
Founder and Chairman agIdeas

本书旨在为读者呈现20多年来，为agIdeas作出卓越贡献的千余名设计师及其设计成果。多年来，在大家的共同努力及支持下，agIdeas由起初的普通设计大会发展成如今全球备受瞩目的年度创意设计活动，其迅猛的发展速度着实令人震惊。在此感谢所有参与的设计师和艺术家、委员会成员以及其他工作人员对整个活动所作的杰出贡献。

同时，衷心感谢诸多公司为我们提供的慷慨资助以及周到服务，令我们的活动始终走在设计领域的前沿。感谢各设计工作室对我们的鼎力支持以及提出的宝贵建议。感谢所有关注我们的朋友们。

—肯 卡托
agIdeas创始人兼董事长





前言

agIdeas is 20

They come from all over the world. For the past 20 years attendees of the agIdeas International Design Week conference have come for more or less the same reasons; to be inspired by world class designers, to appreciate and understand the power of design, and to discover how design makes a difference in people's lives. The A, G and I in the name agIdeas comes from Alliance Graphique Internationale, an international organisation of the world's best graphic designers who collectively, through their influence, endeavour to raise the understanding and quality of design around the world by educating students and encouraging corporations, organisations and governments to improve people's lives through design. Ken Cato, an AGI member from Melbourne created the agIdeas conference to bring that understanding and influence to his region. Over the past twenty years of the conference, he has succeeded in influencing and inspiring half of the world about the value of all design; graphic design, product design, architecture, interior design, photography, calligraphy, landscape design, fashion

and jewellery design, animation, interactive media and advertising, and design theory and education. The conferences' growth reflects the growth of the industry and the explosion of students who are eager to get involved. I've spoken at agIdeas twice, once in the late 1990s when there were less than a thousand attendees, and a few years ago, when there were more than six thousand. The earlier conference seems more intimate in my memory, and the latter more spectacular. The best part of participating in these events was the kinship I felt with both the other speakers and the audience. Because of the agIdeas conferences I've made friendships that I value and maintain. It is always sensational to see great designers present their work and gain new perspectives from them (I was tremendously inspired by presenters at both conferences) but what I come to value even more are the ad hoc side conversations with various designers in attendance. It's wonderful to share perspectives with other designers and discover the commonality of people from all over the world who have chosen to live a life in design. agIdeas is, and always

has been, brilliantly planned and managed. As an attendee, you don't think about it. The conference just IS. You show up, see what you want to learn, and participate in those things you want to participate in. But behind the events is an amazingly professional staff who have considered every detail, and that allows the attendees to enjoy themselves and get what they want from the conference easily. Many other sizable design conferences have sprung up in different regions around the world, and all of them have been modelled on agIdeas. In this way, the mission of agIdeas has truly been carried all over the world. I wonder how many attendees there will be when agIdeas is forty; I hope I can attend that conference.

Paula Scher
Current President
of Alliance Graphique Internationale

前言

agIdeas国际设计大会20年

2009年，与会者高达1万人。他们来自世界的各个角落。在过去的20年内，他们参加会议的原因一直如此——从一流的设计师身上受到鼓舞、理解并欣赏设计的力量、探索设计如何改变生活。

大多数的与会者在听取论坛演讲会议后，还可以同演讲者一起参观他们的私人设计工作室。除此之外，设计师可以拜访当地的设计公司，了解他们如何运转；高校学生可以参加大会专门为其设立的一个名为“agIdeas的未来”的项目，学习设计职业知识；商业人士可以参加大会举办的研讨会，探讨好的设计是如何诞生的。

agIdeas，名字中的前三个字母a、g、i来源于Alliance Graphique Internationale（国际平面设计联盟，世界一流的平面设计师组织，旨在通过教育及鼓励学生、社团以及政府部门，提高设计的质量，增强人们对其的了解，从而提高人们的生活）的缩写形式。肯·卡特

（Ken Cato），国际平面设计联盟成员，创立agIdeas国际设计大会。在过去的20年中，他成功影响并鼓舞了世界将近半数的人对于设计领域价值的认识——平面设计、产品设计、建筑设计、室内设计、景观设计、时装设计、珠宝设计、交互式广告设计、摄影、书法、动画、以及设计理论及教育。大会的规模随着设计行业的发展以及即将投身到设计领域中的学生数量的增加在不断扩大。

我曾两次出席并在大会上演讲：第一次是在20世纪末，当时与会人数不到1000；第二次是在近几年，与会人数超过6000。在我的记忆中，这两次体验虽不相同——第一次亲切，第二次壮观，但却让我同其他讲演者以及观众之间建立了深厚的友谊，这是我一直珍惜并努力维护的。看到伟大的设计师们将作品呈现出来并从中获得新的观点无疑是一件值得欣喜的事情，但更令我触动的是和不同设计师及观众的交谈——大家分享观点，探索来自世界不同角落、但共同生活在艺术

领域的人们之间的共性。

作为一名参与者，完全不必担心大会的规划及管理问题——你只需去展示能够展示的、发现自己可以学习的、参与自己感兴趣的。在每一次会议成功举办的背后，都会有相当数量的专业人士——他们精心安排每一个细节，让所有的与会者得到自己想要的。近年来，各种规模的此类会议如雨后春笋般兴起，它们都是以agIdeas为原型。从这一点看来，agIdeas的影响力已经渗透到世界的各个角落。我一直很好奇等到agIdeas40岁的时候，与会者的人数会有多少；我希望到那一天我还能来参加这个会议。

国际平面设计协会联盟现任主席
薛·博兰

INTRODUCTION

aglDeas - making a difference

Each year, over four days, more than ten thousand design students and professionals fill Hamer Hall, at Melbourne's Arts Centre. Emitting a combination of awed silence and roaring laughter, it could either be a business conference or a comedy festival. In fact it's aglDeas, a major design event established by graphic designer Ken Cato, exactly twenty years ago. In 1990, aglDeas was just a concept forming in Cato's mind. 'I wanted to make a difference to people's lives, exposing students to as many different forms of design as possible,' says Cato, Chairman of the Design Foundation. 'I was keen to raise the profile of design in the business community, as well as in government circles. It's also about establishing a global dialogue with designers from around the world,' he adds. aglDeas would never have been born had Cato not been invited to join the Alliance Graphique Internationale (AGI) in 1978. 'I had no idea of the organisation,' says Cato, who was the youngest member ever to join. Cato was president between 1997 and 2000. 'I was quite overwhelmed at the first meeting. The greats from my entire history of graphic design attended the meeting. In the same room were Milton Glaser, Herb Lubalin and Alan Fletcher,' he adds. Each year the AGI group convened in a different country but only in the northern hemisphere, which was convenient for most members. But towards the end of the 1980s, Cato suggested Cairns, Queensland, as a possible destination for the group (thinking it might be an attractive destination for those wanting to escape the northern winters). In 1991, at Nine Darling Street, South Yarra (once THE place for wedding receptions in Melbourne) prior to the AGI convention in Queensland, the first aglDeas conference was held. International guests included seven of the world's finest graphic designers. And rather than struggle for participants, the event attracted 550 people. 'Many people ended up sitting on the floor. There just weren't enough chairs for everyone,' says Cato. While the response was overwhelming, so was the enthusiasm of students, who were keen to hear about next year's agenda. 'It's just grown since then,' says Cato, referring to the number of sponsors, scholarships (to leading institutions such as Fabrica), as well the impressive line up of guests each year. Today, rather than simply focusing on graphic design, as was the case with the initial conference, aglDeas includes creative people from a broad range of design disciplines: product designers, furniture designers, photographers, architects, landscape architects, fashion and jewellery designers, as well as graphic designers. 'One year we even had someone who creates these wonderful dry-stone walls,' says Cato. 'When I entered the profession, I had no idea design was that broad,' he adds. For students, aglDeas provides intense coverage of many possibilities in the design world they may want to pursue. For design professionals, the conference is an important benchmark for their own work. And for the general public, the conference is both highly informative and provides access to some of the finest creative minds from around the world. 'It's also a way of attracting the right people to a certain profession. I often say in my opening speech that aglDeas could save students years by

helping them choose the right path. They may decide after hearing a landscape architect talk that this isn't the road for them, but may realise that another design field looks promising,' says Cato. As well as the 'giants' of graphic design such as Shigeo Fukuda, there have been local talents like chef Shannon Bennett presenting at aglDeas. Cato sees the relevance of both to a design savvy audience. 'Food influences people's tastes. It's as much about the way food is presented on a plate as what's digested,' says Cato, who recalls that the juxtaposition of guests initially came as a surprise to the audience. 'The speakers aren't just talented in their own fields, they're extremely passionate about what they do,' he adds. One of the factors that transformed aglDeas into something considerably larger than the initial concept was the involvement of student volunteers. Treated like a job interview, rather than simply 'helping out', students from all around Australia and abroad apply for the role. 'They become a 'slave' to design for a very short period,' says Cato. 'Like the professionals who speak, it's passion that drives them'. The original 550 people who attended Darling Street, South Yarra, in 1991 have now swelled into two and a half thousand attendees each day of the main conference. And for the last few years, seats have sold out two weeks in advance. 'Sometimes, I feel like we're gambling. Will people want to see the current line up of guests? You're never quite sure,' says Cato, who has fortunately held a winning hand every year since aglDeas started. 'Margins are tight, but we always get over the line,' he adds. Getting the right balance of speakers is crucial to the success of aglDeas. Cato uses a number of criteria in the selection process. 'I'm looking for gender balance, as well as representing as many continents as possible,' says Cato. He's also after that surprise element each year. One year, for example, Cato invited well-known impersonator Campbell McComas to open the conference. McComas attended the conference pretending to be a great German designer. He claimed to an unsuspecting audience that everyone had stolen his ideas, citing examples such as the apple symbol used by the computer company. McComas not only fooled students, he also won over Jeff Kennett, then Premier of Victoria. 'From memory, Jeff was late for a sitting of Parliament that day,' recalls Cato, who sees the importance of entertaining, as well as passing on knowledge to the audience. 'It's important to be unpredictable. There's no reason why we can't include rap artists for example,' he adds. Filmmaker Anna Brownfield, a presenter at aglDeas, is indicative of the personality Cato is interested in attracting. As mentioned by Brownfield, 'I strive to be different, to stand out from the crowd. I don't want to blend into the background. I have chosen NOT to follow the easy path but to stay true to my artistic integrity and what the truth is for me. To compromise this is to die'. Another guest speaker, Kan Tai-keung, said 'My notion of design is 'being different'. In the life of creation, I gradually find out the way to be different: different from the ancient, different from the modern, different from others and different from oneself. An important property of being a successful designer is always to chase after

innovation and to break through limitations'. One of this year's more unusual choices of speaker is artist Fay Plamka. Trained in fine art in Europe, Plamka is now a legal court artist, creating extraordinary hand-drawn images of the accused in a matter of minutes. 'Fay was quite surprised when we contacted her. But it's important to show the wonderful technique born out of her formal European training. It's equally as valid as the computer-generated images we're now used to,' says Cato. As surprising in the line up of guests to aglDeas have been computer forensic experts and book binders. 'I'm not particularly looking for megastars in the design world. I'm looking for extremely creative people who are focused on what they're doing and making a difference,' says Cato, who has individual files on almost a thousand people. 'I'm continually getting recommendations for speakers from others, both within and outside the design community,' he adds. Cato sees the importance of staying relevant to his audience. As well as inviting people who are talented in their field, they also need to have a presence on stage. 'I still remember when Stelarc (an Australian-based performance artist) attended. It wasn't just the way his body was hung with giant meat hooks, it was also his laugh which was infectious,' says Cato, who likens his selection of speakers to a dinner of meat and four veggies. 'You always need to have a little caviar on the side. Otherwise, things become repetitive,' he adds. Cato also sees the importance of staying in touch with the latest developments in design from around the world. The theme associated with aglDeas, 'Design is Difference', celebrates the diversity of the conference. As important for Cato is the need for designer practitioners in Australia to be exposed to the latest developments from around the world. aglDeas also keeps the lecturers on their toes, as well as government and business sectors. 'It's important that the business sector understands how design can make a difference,' says Cato, who now works closely with Design Victoria as well as many other corporate identities. As a student, Cato would have appreciated the chance to explore the various design disciplines open to him. 'I might have ended up as an animator rather than in graphic design', he says. But looking backwards isn't something that preoccupies Cato. Like a kid in a sweet shop, he can't wait to get home and empty the entire contents of the bag. 'There's an adrenalin rush associated with aglDeas each year. It's overwhelming being surrounded by passionate people who are extremely talented in their own fields,' says Cato. Over the past 20 years, 440 designers have presented their work and their approach to design. In that time, 43,000 delegates have attended the conference and 38 young designers have benefited from travelling scholarships. And 3,500 volunteers have helped stage this event. With these numbers, it's not surprising that Ken Cato and his team approach the yearly event with both excitement and trepidation. aglDeas has certainly come of age.

Interview with Ken Cato Founder and Chairman
of aglDeas by Stephen Crafti.

序言

国际设计大会——让生活与众不同

20年前，平面设计师肯·凯特创建agIdeas国际设计大会。之后，每年都会如期举行，在四天多的时间里，超过10000名设计专业学生便会云集在墨尔本艺术中心的Hamer Hall。会场内时而鸦雀无声，时而笑声沸腾，看似如同一场商业会议或是一台戏剧表演。

早在1990年，agIdeas只是卡特心中的一个想法。“我想让大家的生活与众不同，让学生尽可能的接触到更多不同的设计形式”，凯特，设计基金会主席，补充说：“我十分渴望将设计融入商界和政界，这非常利于在来自世界各个角落的设计师之间构建对话关系。”如果1978年凯特没有受邀加入国际平面设计协会联盟（AGI），那么就不会有今天的agIdeas了。凯特是当时最年轻的会员，于1997至2000年担任协会主席。“关于这个组织，我可以说是无所所知。在第一次会议的时候，我感到非常震惊，我见到了平面设计历史上巨头们，米尔顿·格拉塞、赫伯·卢巴林以及艾伦·弗莱彻。”凯特解释说。

每年，国际平面设计联盟（AGI）都会在选定的一个国家举办会议。但是这个国家必须是在北半球，目的是为了方便大多数会员。直到20世纪80年代末期，凯特建议将凯恩斯（位于澳大利亚昆士兰州）作为大会举办地，之后他积极同澳大利亚的多所高校联系、租赁场地并邀请众多演讲嘉宾。“他们觉得那是一个不靠谱的想法，哪个有身份的人愿意千里迢迢飞到地球的另一面为一些学生们演讲呢？”卡特回忆说。尽管如此，他还是没有放弃自己的想法，于第二年将会议地点选在了墨尔本。

1991年，agIdeas第一次国际会议大会于墨尔本南雅达令街9号举办，演讲嘉宾为七名来自世界各地的知名平面设计师。大会吸引了550名观众。“由于座位不够，很多与会者席地而坐。”凯特解释说。当然观众的反应也是相当热烈的，学生们热情洋溢地听着下一次会议的安排。“从那时起，我就感觉到agIdeas开始成长了。”凯特补充说。赞助商的增多、奖学金金额的增长以及与会者数量的增加都为agIdeas的发展奠定了基础。

如今，除平面设计之外，agIdeas扩延到设计的其他领域，包括产品设计、家具设计、摄影、建筑、景观设计、时装及珠宝设计等。“有一年我们的会议还邀请了‘干砌墙’结构的创造者”，凯特提到。“当初进入设计界的时候，我从来没想到这个领域会如此之大。”凯特补充说。

对于学生来说，agIdeas为其提供了他们在设计界中努力追求的一切可能；对于设计专业人员来说，agIdeas为其作品制订了参考标准；对于普通大众来说，agIdeas为其开启了走向创意思想的大门。“大会也会指引人们选择适合自己的发展方向。我经常在开幕式致辞中谈到agIdeas可以帮助学生们节省几年的时间来确定自己的选择。也许他们在听取景观建筑师的演讲之后，会立即决定这条路不适合自己，而会意识到另一个设计领域看似大有前途。”凯特说到。

在大会上演讲的不仅有平面设计“巨头”福田繁雄（Shigeo Fukuda），还有当地知名大厨尚·班尼特（Shannon Bennett）。凯特亲身体会到了讲演者的热情。“食物影响我们的味觉，但更多时候食物的摆放方式同其本身一样重要，”凯特回忆说。当初安排这样的演讲组合方式只是想要给观众一个惊喜。“讲演者们不仅仅在各自的领域内天赋

十足，更重要的是他们的工作热情。”凯特补充说。

学生志愿者的加入使得agIdeas快速发展。来自澳大利亚各个地方的学生们踊跃申请这一职位，经过严格的面试之后才可获准得到这份“工作。”“他们在短时期内成为了设计的‘仆人’，像专业的演讲这样，他们的动力完全源于对设计的热衷。”凯特如是说。

如今，与会人数已由1991年的550人增加到2500人，而且入场券都是提前两周被抢购一空。“很多时候，我都感觉像是在赌博一样—观众会喜欢大会邀请到的演讲嘉宾吗？你永远也无法确定。”凯特感慨说。“每一次都会感觉很紧张，但最后都会皆大欢喜。”凯特接着说。

凯特在演讲者的选择过程中会遵循一定的准则，取得某种平衡是agIdeas成功举办的重要原因。“我会在性别以及地区上建立平衡。”凯特解释说。每年他都会特别强调这一点。举个例子，有一次凯特邀请了世界知名艺人坎贝尔·麦康马（Campbell McComas）为大会致开幕词。麦康马扮演成德国设计师，他向一位诚实的观众控诉有人窃取了他的创意，而不仅仅“欺骗”了学生们，连杰夫·肯奈特（维多利亚州州长）都信以为真了。“在记忆中，杰夫那天迟到了参加议会。”凯特回忆说。娱乐如同知识一样，对于观众来说都很重要。“意想不到是最重要的，所以邀请说唱音乐艺人来参加IagIdeas也未尝不可。”凯特补充说。

作为大会演讲者，大导演安娜·布朗菲尔德深知凯特的个性。他曾经这样说：“我努力与众不同，独树一帜。我不喜欢追随大众，但却忠实于自己的艺术道德”。另一位演讲嘉宾靳埭强说过：“我的设计理念即为与众不同。在创作生涯中，我渐渐找到了‘与众不同’的方式—不同于古人、不同于当代人、不同于别人、不同于自身。要想成为一名成功的设计师就要不断地创新、不断地打破限制。”

本年度最不寻常的演讲嘉宾当然非Faye Plampka莫属。她曾在欧洲学习美术，现在任职某法院，能在几分钟之内描绘出罪犯的画像。“当初接到邀请时，Faye非常惊讶，但最重要的是要展示她的技能。”凯特说。

讲演嘉宾中还包括计算机取证专家和图书装订员，他们同样引人注目。“我们并非一味地邀请艺术界巨星，我们还会寻找创意十足的人们。”凯特说。他手头拥有将近1000人的个人资料。“我不断的从别处—艺术界之内或之外收到推荐。”凯特补充说。

凯特非常重视观众的感受，因此除考虑到嘉宾的设计学识之外，还需其具备一定的舞台感染力。“我依然记得Stelarc（澳大利亚行为表演艺术家）在台上的场景—他的肢体动作，他的笑声影响了全场的观众。”凯特提到。他曾将嘉宾选择事宜比作一顿四素一荤的晚餐，“你还需要一些鱼子酱作为辅料，要不然就会让人感觉千篇一律。”他如是解释说。

除此之外，凯特还特别强调现今设计领域的发展。他依然记得，在海外一次会议上听到穆里尔·库伯关于计算机发展导致网络时代即将来临的演讲之后不可抑制的兴奋。他引用了其中的一句话“五年之后，上网将成为大多数人的日常行为”，虽然他现在不能确定如今哪一领域的发展会成为将来的主流。

agIdeas倡导“设计即为与众不同”的理念，注重大会的多样性。对于凯特来说，那些即将投身到设计发展中的从业者们的需求同样重

要。“agIdeas让讲演者们、政客以及商人时刻准备行动。对于商人来说，一定要认清设计如同让生活余种不同。”凯特提到。

作为学生，凯特非常珍惜各种机会以探索设计的不同发展领域。“我也也许会成为一名漫画家而并非是平面设计师。”他说。凯特并不喜欢回忆过去，如同一个在逛糖果店的孩子，他会迫不及待的跑回家将自己的收获展示给别人。“每年的agIdeas大会上，看到身边这么多热情的设计人才，让我感到异常兴奋。”凯特解释说。

在过去的20年里，440名设计师在大会上展示了他们的作品和设计方法，43000名代表参加了大会，38名年轻设计师获得了旅行奖学金，3500名志愿者帮助大会圆满举办。从这些数字看来，难怪肯·凯特和他的团队每年都会以兴奋与激动的心情迎接大会的到来了！

agIdeas注定是时代发展的产物！

对话肯·凯特——agIdeas国际设计大会主席及创始人

此为试读, 需要完整PDF请访问: www.ertongbook.com

AG IDEAS INTERNATIONAL DESIGN WEEK

agIdeas International Design Week is a celebration of design diversity and encourages excellence in design through nine distinct events.

agIdeas International Design Forum

Three days of presentations by some of the world's leading creative talents.

agIdeas Futures

This two hour forum includes as many as nine creative luminaries from across every design discipline and is preceded by a Design Course Expo that provides details of tertiary design career opportunities available.

agIdeas Advantage

A business breakfast featuring top designers and business managers who present case studies about how design can make a difference to business performance.

agIdeas NewStar

Design students and graduates are presented with opportunities to have their work exhibited at Melbourne Museum and win international traveling scholarships.

agIdeas Studio Access

Small groups of delegates spend an evening at leading design studios and gain an insight into the ways they approach their work.

agIdeas Workshops

Intimate small-group workshops held with internationally acclaimed designers.

agIdeas disCourse

Hosted by the Design Foundation Chairman, this gala dinner is the largest social event on the Melbourne's design community's calendar.

agIdeas Welcome Party

An exclusive cocktail party hosted by the agIdeas alumni.

agIdeas uNite

An exuberant after-party held on the final night of agIdeas International Design Week.

agIdeas国际设计周

agIdeas国际设计周共包括9个特别的活动，以展示设计的多样性。

agIdeas国际设计论坛

agIdeas国际设计论坛持续三天，世界设计领军人物会在此发表演讲。

agIdeas未来

agIdeas未来是一个持续两个小时的论坛活动，共有9位来自不同设计领域的大师级人物发表演讲。

agIdeas优势

agIdeas优势是一次商业人士聚餐活动，顶级设计师和商业人士会在此讨论设计如何给商业带来改变。

agIdeas新星展

与设计相关的学生和应届毕业生在墨尔本博物馆展出个人作品，获胜者可以赢得国际旅行奖学金。

agIdeas工作室名录

在校学生或毕业生可以在茶余饭后分享工作室的作品、创作方法以及企业文化。

agIdeas工作室

国际知名设计师创办的小型工作室。

agIdeas演讲

由国际设计基金会主席举办，是墨尔本设计领域最为大型的一项社会聚餐活动。

agIdeas 欢迎派对

由agIdeas会员举办的大型鸡尾酒会。

agIdeas聚会

agIdeas国际设计周闭幕前一夜举办的大型聚会。









1991

'Graphic design is experiencing a visual orgy of pointless ornamentation. I call it 'Cyber Deco'. Our profession is interesting because it ideally balances form with function, the function being communication. But aided by the computer (which, as a mindless yet efficient tool, is not to blame) graphic design has largely turned its back on message in favor of eye candy. We may have seen the peak of this wallpaper phenomenon; the current financial disaster could halt the decorative 'luxury' excesses and hopefully stimulate a call to order-back to the tenets of Louis Sullivan and the Bauhaus (which is not a rock band). We shall see.'

Henry Steiner

平面设计正享受着电脑技术带来的视觉盛宴，我称其为“网络Deco”。我们的行业引人入胜，因为它能完美地与其功能结合起来，这种功能就是在设计者和观众之间架起沟通的桥梁。但是电脑技术虽然有效，但却是没有思维的工具（当然技术本身是无可指责的），平面设计却走上了华而不实，抛弃创作者与欣赏者之间沟通这一基本功能的道路。

——亨利 斯坦纳

Jim Cross USA
Ernst Hiestand SWITZERLAND
Henry Steiner HONG KONG
Niklaus Troxler SWITZERLAND
Jelle van der Toorn Vrijthoff
THE NETHERLANDS
Massimo and Lella Vignelli USA

吉姆·罗斯 美国
厄恩斯特·希斯坦德 瑞士
亨利·斯坦纳 香港
尼克劳斯·特罗克斯洛 瑞士
杰里·范·德·图恩·维里特夫
荷兰
马西莫·雷拉·维格涅里 美国

Views through AG Eyes