

杨建勇 关立廷 编著

镁观新视野

台湾室内设计师张秀贞餐厅设计作品集

上海社会科学院出版社

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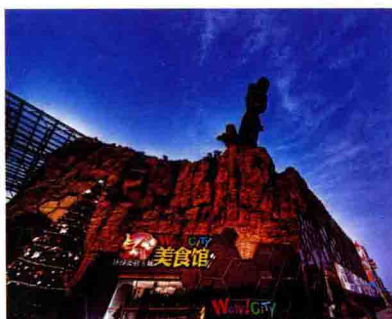
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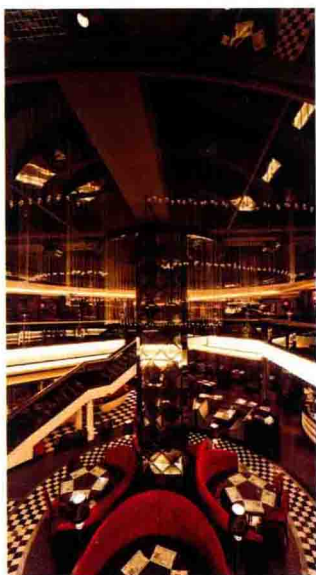
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序

黄小石

随着台商在大陆各地的蔓枝散叶，有越来越多的设计师由台湾转换跑道到大陆来工作。这毋宁是一种很自然的现象，因为作为服务业之一的设计师，既然台商老客户跑到大陆来了，自是难有理由不跟着过来试试水温的。但是，如果仅止于服务台商老客户，而得不到当地新客户的支持与鼓励，则试图在龙蛇混杂、竞争激烈的大陆占有一席之地，也不是件容易的事，更遑论要开花结果了。

张秀贞设计师是转换跑道相当顺利、成功的一位。她固然是跟随着台商老客户脚步而踏入上海，但在短短的几年间，却也闯出了自己的一片天。她的客户群在境内、境外，上海、北京、深圳等地的都有，大多是为其作品所吸引而自动找上门来的，由此亦可见其作品受到欢迎之一斑。

探讨其受欢迎之道，大约可归纳成三点：一是她只专心于做设计，而不涉及工程业务。她发现设计与工程在大陆犹如鱼与熊掌，很难兼得，因为跑工地的时间往往排挤掉了许多做设计的时间，于是她便舍弃工程而全心全力地埋首于设计工作中。二是她乐意推心置腹地与客户为友，帮助客户慎选施工团队，并协助他们将工程尽可能地做到尽善尽美，虽然在这方面她并无利益可图。三是她能够化腐朽为神奇，将一些平凡的材料做出不平凡的效果来，也就是像一只变色龙似的，能在有限的预算内营造出一份空间的惊奇感来。这一点，对商业空间的设计而言尤其难能可贵。因为商业空间不同于天天要生活在其中的家居空间，它要有亮点，要能引起消费者的注意，要有话题可炒。一个商业空间如能做到这点，其实已成功了一半。准此以观，张秀贞商空作品中的那份惊奇感是明显地不虞匮乏的。

现在，张设计师将其近年来在大陆的作品合为一集，呈现在社会大众面前。透过这本集子，读者将可看出其室内设计的功底，包括她对空间的巧妙安排，对材料的运用、对流行趋势的掌握、对生活的体验、对理想的坚持等。而这也等于是一次勇敢的袒露，她以作品体现了自己，证明了自己。而我也相信，此举更证明了她对工作的热爱，以及她渴盼各界给予她批评和指教的用心。

（本文作者为台北《当代设计》杂志社总编辑）

Preface

By Huang Xiaoshi

With the spreading of the Chinese Taiwan businessmen on the mainland, more and more designers came from Taiwan to the Chinese mainland for work, which is not so much as a natural phenomenon. Serving as designers in one branch of the service trade, since their old customers in Taiwan have come to the mainland, it's only natural for them to follow their customers to have a try of the water temperature. However, if their service is only limited to the Taiwanese businessmen as their old customers and cannot find the support and encouragement from the local new clients, it is not an easy matter either for them to gain a foothold in the mainland where dragons and snakes are mixed together with fierce competition, let alone blossoming and bearing of fruits in business.

Designer Zhang Xiuzhen is a quite successful designer with plain sailing in her transition of the track. Though she followed the footsteps of her old customers and arrived at Shanghai, yet she broke out her own path in business. Her group of customers includes the ones living inside the boundary of China as well as coming from the overseas being located in Shanghai, Beijing, Shenzhen and some other places. Most of them took initiative to contact her because of the great attraction of her works, from which the warm response stirred up by her works may be clearly seen in part.

To explore her way how to win the warm response, the following three points may be summarized: First of all, she concentrated all her attention to the work of design with no involvement with the engineering business. She found that, on the Chinese mainland, the relationship between design and engineering is just like the one between fish and bear's foot, implying the difficulty for anyone to give consideration to both of the two matters, because it will consume a lot of time of design to make visits of the construction sites. Therefore, she gave up the engineering matter and devoted all her efforts to the work of design. Secondly, she is quite willing to make friends with the customers in a sincere way, offering assistance to the customers in the selection of the

construction teams and helping them to make the projects to achieve perfection to the greatest possible degree, though she has nothing to gain in terms of economic benefits. Thirdly, she can turn the foul and rotten into the rare and ethereal so as to obtain the extraordinary effect from the ordinary materials, being just like a chameleon with the capacity of building up a spatial sense of amazement within the limited budget. On this point, it is especially rare and commendable so far as the design of the commercial space is concerned, as the commercial space is different from the residential space in which one lives everyday. The commercial space requires bright spots for attracting the attention of consumers and topics for talking about. If a commercial space can achieve this, as a matter of fact, it has won half of the success. Viewing from this point, obviously, the sense of amazement in the commercial space works of Zhang Xiuzhen never lacks.

Now Designer Zhang has collected her works on the Chinese mainland in the recent three years into one volume for presentation to the general public. Through this volume, the readers may see her skill in the interior design, including her marvelous arrangement of space, application of materials, grasp of the popular trend of development, experience of life, insistence on ideal and so on. This also serves as a courageous exposure for her to demonstrate and prove herself through her works of design. I also believe that this act proves her love for the work and her intention of longing for criticism and advice from various circles of society.

(The author of the preface serves as the editor in chief of Taipei Contemporary Design.)











