

# Lovely Design 可爱设计 2

(西班牙) 贝尔托·爱德华多 编 宋佳鑫 译

STILL PATIENTLY WAITING

FOR YOUR,

TO MY

PROPOSAL.

Lovely Design

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# PREFACE

Metamorphic animals, horny robots and all kinds of kooky characters that make you smile, have fun and forget the reality. Transport you to your childhood, when everything was possible.

Even before taking our first steps we draw and create, for some reason at some point of our life some people stop doing it. "Lovely Design" is the result of a generation that grew up with cartoons and superheroes toys. A great selection of young designers, emerging artist as well as thorough professionals from different fields. Nonconformist minds that leave the flat world, broken the bars of the structural grids to get out and experience new disciplines and medias, different shapes and materials to create a multidisciplinary environment that ends up becoming a lifestyle.

Throughout the twentieth century, methods have incrementally shifted along with changes in art and the improvements in technology. New mechanism arises when attempting to break the structures. Different areas of the visual world got fused little by little. Internet was born, and it gave us the feeling that we all can do what ever we wanted. Graphic designers have realised that their duty is not only a matter of framing content. In order to expand its resources and skills, it was necessary to explore new ways, experiment, fail and discover; the result of this process is something fresh and unique.

This book make us dispute about the design itself, about its purpose, its definition and rules. The relation between art, design and Illustration; which is like any relationship, these disciplines has to get on well each other, all have to leave their prejudices to find the best way, both have to be open to learn from the other, and keep in mind that they want the same, get the best they can. After all it is always about transmitting sensations, ideas and concepts, make people think, awaken their concerns and transmit your personal point of view.

There are also two factors to be taken in this equation, commercial work and experimental work. The art created for a commissioned project should be as personal, implicated and committed as the art done for an exhibition, and the same for a graphic artwork. Commercial work has also to represent yourself, it must have part of you, and it's important to enjoy creating it. On the other hand non-commissioned art has to be serious and committed too. What you do professionally can influences your artistic work and vice-versa. As a matter of fact, these personal expressions that started as an artistic experimentations, are attracting plenty of commercial clients.

It is a fact, never as clear as now a day that we live in a visual world. Oversaturated, so busy, colourful and chaotic. Almost everyday a new trend slap your face, and make you think about what you are doing. Many theories and researches say that the visual world is in decline; however, each time there is more and more designers, and more people interested in art, we are experiencing one of the most revolutionary and exciting time in design. Artist are redefining the principles and walking at the crossway of various creative ways.

Concluding, I think art is one of the reasons why it is worth to live. It makes me feel great and it is my way to express and communicate myself with the rest of the world. I believe it is my duty, I just feel I have to do it, better and better. And I always try to have fun doing it, even if a commercial purpose I try to find the way to enjoying doing it. That is why I do love designs!

Eduardo Bertone

# 前言

变形的动物、角状机器人和各种古怪的人物让你会心一笑，忘记了现实而拥有一份快乐。这一切都有可能带你回到童年。

即使在我们踏出第一步去绘制与创作之前，一些人也会因为我们生活中的某些瞬间而停了下来。《可爱设计》里展示的是与卡通和超级英雄玩具一同成长的那代人的产物，精选了众多设计师、新兴艺术家和来自不同专业领域的设计作品。这些从不墨守成规的头脑脱离了平淡无奇的世界，冲破条条框框的束缚，利用新的学科知识和传播媒介、不同的形态和材料创造出一个涉及多学科的环境，并最终使其成为一种生活方式。

纵观 20 世纪，创作的方法随艺术的变化和科技的进步而不断改变、丰富。每当尝试突破现有架构时，新的机制就会出现。视觉世界的不同领域在一点点地融合。互联网诞生了，它让我们觉得自己无所不能。平面设计师们已经意识到他们应该做的不仅仅是整合内容。为了扩展资源和技能，必须探索新的方式。在经历试验、失败和发现这一过程后会产生一些新鲜、独特的事物。

这本书让我们对设计本身产生争论，关于它的目的、定义和规则。艺术、设计和插画之间的关系就像其他任何一种关系，涉及的定律是彼此之间要融洽相处，所有各方应抛开偏见，找到最佳的方式，彼此开放，互相学习，并且始终牢记他们的目的是是一致的，就是尽可能做到最好。毕竟，设计始终是对感觉、思想和理念的传播，引发人们去思考，唤醒他们的关注，传达你的个人观点。

在设计这个整体中还有两个因素要兼顾，即商业性工作和实验性工作。委托项目的艺术创作应与为展览和平面作品进行艺术创作一样有针对性、包容性和服从性。商业性工作也是对设计者自身的展现，它必定是你的一部分，享受创作的过程很重要。另一方面，非委托性的艺术创作也应当是严肃认真的，要有坚守的原则。你做得专业与否直接影响着自己作品的艺术效果。事实上，虽然这些个性化的表达起初只是艺术尝试，但同时也在吸引着大量的商业客户。

事实上，我们现在生活在一个视觉的世界里，过于饱和、如此热闹、华美而又纷乱。几乎每一天都会有一种新趋势迎面而来，让你思考自己在做什么。许多理论和研究结果认为视觉的世界正在衰落，然而，每一刻都会有越来越多的设计师涌现，也有更多的人对艺术产生兴趣。我们正在经历最具革命性、最令人兴奋的设计时代。艺术家们正在完善设计的法则，并在尝试各种不同的创作途径。

总之，我认为活着之所以值得，艺术是原因之一。它是我表达自己并与周围世界交流的途径，让我感觉很好。我相信这是我的职责所在，我只是觉得自己必须这么去做，让一切越来越好。我始终尝试着从创作中体会快乐，即使是以赚钱为目的，我也会尝试享受创作的过程。这就是我热爱设计工作的原因。

贝尔托·爱德华多



Design Agency:  
vbg.si

Production Date:  
2010

Nationality:  
Slovenia

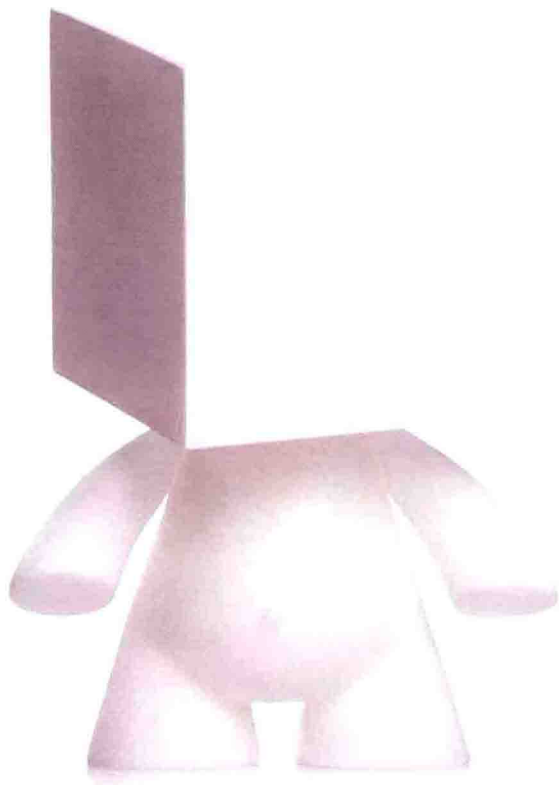
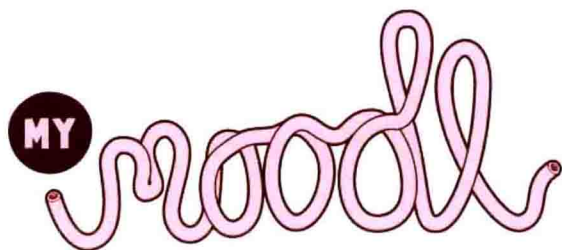
Special hand painted vinyl toys was designed with its unique detachable square head. These designer toys were only made in limited series for a fund raising charity exhibition.

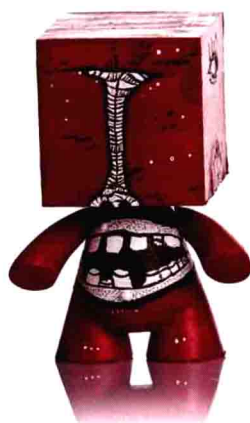
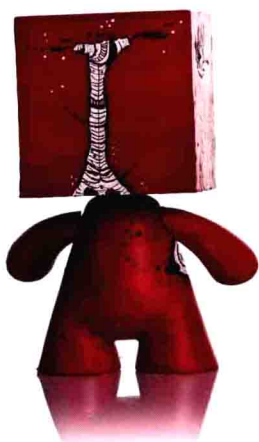
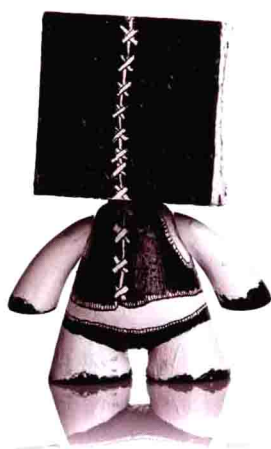
设计机构:  
vbg.si 设计工作室

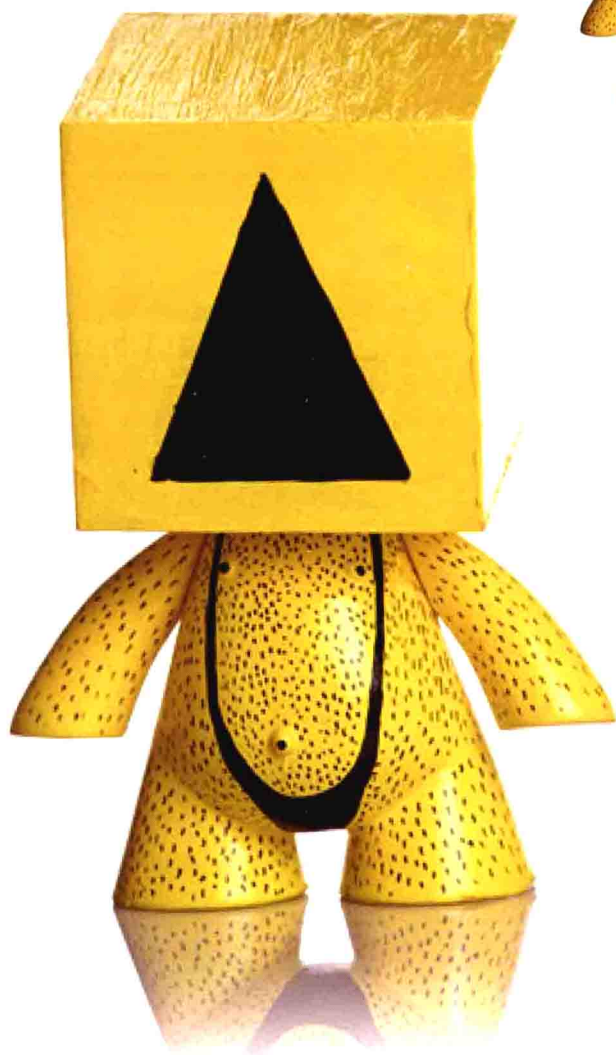
完成时间:  
2010 年

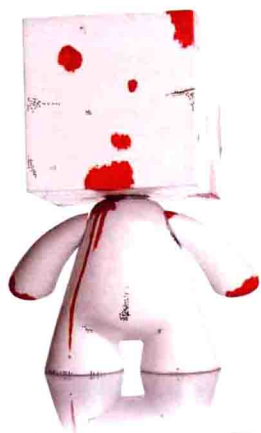
国家:  
斯洛文尼亚

这是一系列特别的手绘乙烯基玩具，在设计上拥有其独一无二的可拆卸的方形头。这些玩具是设计师为一家基金会举办的慈善展特别设计的限量版。









Design Agency:  
Andreas Krapf Illustration & Design

设计机构:  
安德里亚斯·克拉普夫插画与设计工作室

Production Date:  
2012

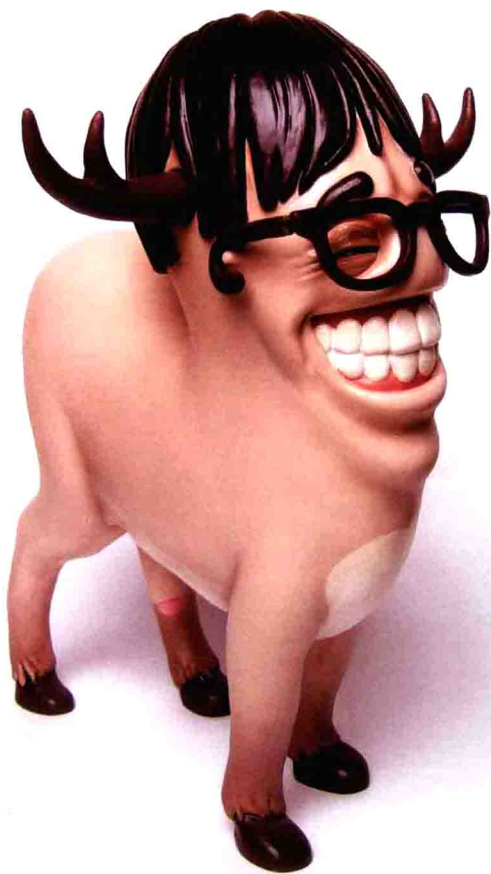
完成时间:  
2012 年

Nationality:  
Germany

国家:  
德国

The limited edition denada toys are completely handmade from start to finish.

这些限量版的德纳达玩具从制作的开始到结束完全由手工完成。











# MOUSEMASK MURPHY 06 老鼠面具墨菲玩具

Design Agency:  
Made by Monsters

Production date:  
2012

Nationality:  
Hong Kong, China

After the Pearl Harbour defeat, the U.S. Government began to produce more gasmasks for the population, for fear of chemical attacks. At this time, Walt Disney also authorised Ron English the production of Mickey Mouse adorned gas masks for children.

Known for his satirical artwork this is yet another accomplishment for the legendary Ron English. Yet again he has managed to reflect his style and persona into a great piece of design.

设计机构:  
怪兽公司

完成时间:  
2012 年

国家:  
中国香港

珍珠港战败后，出于对化学武器袭击的担忧，美国政府开始为民众生产更多的防毒面具。如今，怀特·迪斯尼也授权罗恩·英格兰利士为孩子们设计一款戴着防毒面具的米老鼠产品。这是艺术作品以犀利讽刺著称的传奇罗恩·英格兰利士的又一伟大成就。他再一次成功地将个人风格与人物、角色融入一个伟大的设计中。

