

世界平面设计师协会 编 李雯燕 译  
2008世界平面设计师年鉴

AGIDEAS 2008 INTERNATIONAL DESIGN WEEK

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ANNUAL DESIGN WEEK

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Simon Waterfall  
Poke LONDON  
2008

Happy Bloody Birthday AGden.

Sorry I haven't written in ages, I last came out to talk at AGden in 2004, your 14<sup>th</sup>. Its Nov 2008 and its your party - the coming of age. Your 18<sup>th</sup>!!

Now there is a massive difference between man and boy, and its about time I told you a few hard truths about yourself. AVE points so sit up and listen, and turn that phone off and focus!

### Number One: Responsibility

You have now earned it, all that time out back, playing with your mates, hiding away from the rest, its now your time, get serious, make a difference. You're now accountable for your own actions and there's no room for slacking, too many good people know who you are, where you are and how good you can be. You have all the talent here and you're as good, if not better than the rest of the world. Its your time to shine. You have a responsibility to the family, Society and your mates.

## two: Direction

The world is getting specialised, everyone wants to put you in a box. "This is what you do, this is what you're good at." Now you know I love the all rounder, the man that can bat and bowl, but the most important skill in today's market is not what you do but how you do it together, playing as a team. No man's an island, as well you know and I have spent my whole life jumping between so called talents I have had and lost, but the most important thing is I had full focus and direction on what I was doing at the time and worked together, not against people.

## three: Energy

Never work with anyone with less energy than yourself. and you can't go wrong. You have amazing drive and energy, its infectious, when anyone is around you they leave charged, changed and excited. Its a gift, just don't lose it. Keep your pleasures legal and safe, I don't want you falling into thinking creativity is a 24/7 party, its a job you need to practice and train like anything else. Have fun, and keep the party painless. Be the inspiration at work, not on the beach.

four: Travel

Now you've got your licence, get out there, travel, spread the word. The world is a big place. Listen to our friends and family who visit us from overseas. They have a different way of thinking, not better, just different. Talk to them whilst they are here, that's what they want, they want to mingle, learn, share... and get their bloody addresses, you'll be sleeping on many floors if you carry an Aussie dollar in your pocket!!

five: Believe in Yourself

I think you're fantastic and an inspiration to us all. I know this is going to be the biggest and brightest year, but believe me it just keeps getting better.

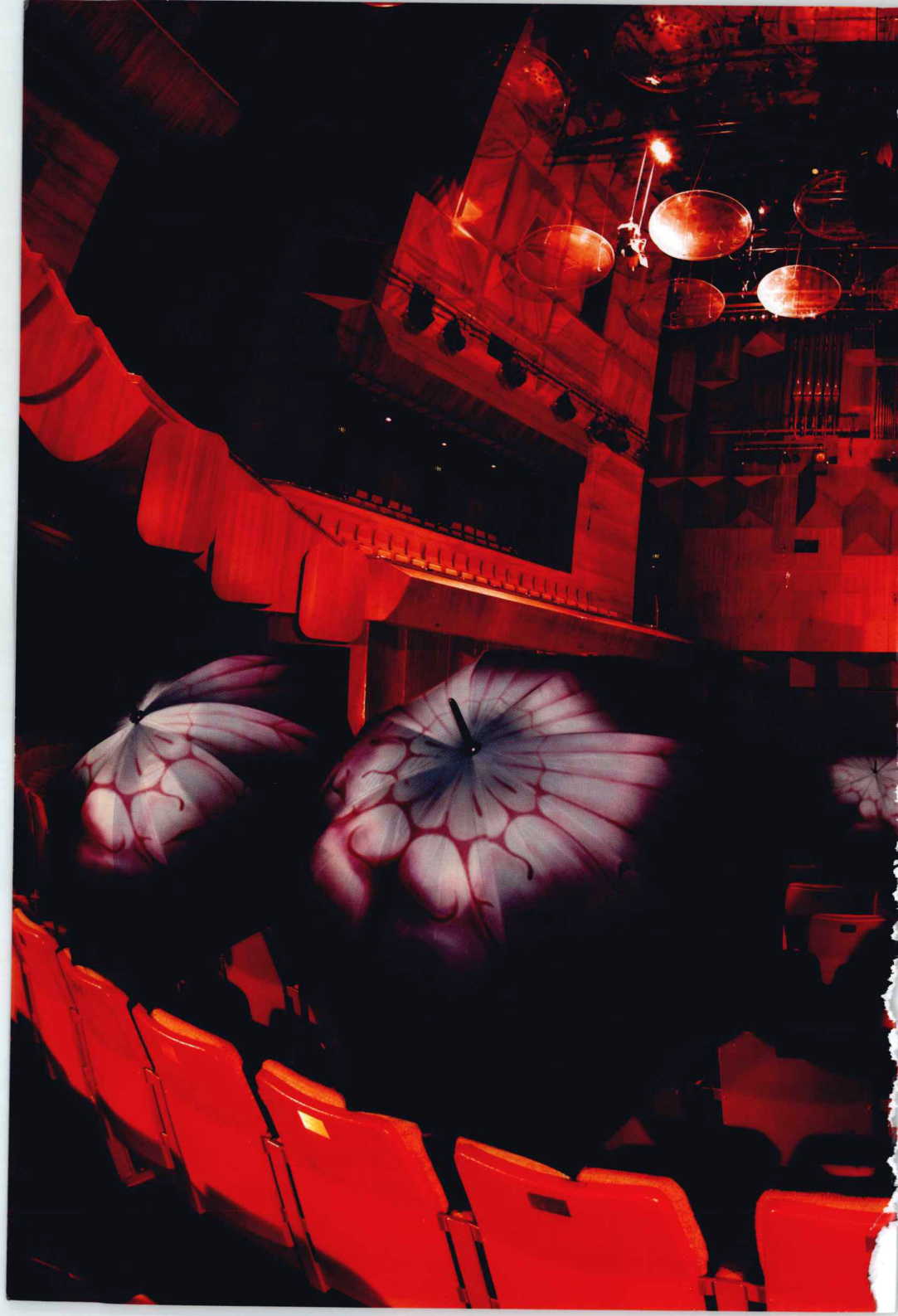
So sorry I couldn't be there in person on your special 18<sup>th</sup>, have a scoop for me and kiss Uncle Ken.

yours truly

Stuart Fall.

godfather.







**18**

Welcome to the 18th AGIdeas International Design Week.

**2361**

The event has continued to grow and in 2007 sold out for the first time. 2361 people registered for the main forum.

**350**

Since its inception, AGIdeas has hosted 350 of the world's leading creative people. Their insights and shared experiences have inspired seasoned professionals, the next generation of designers and their fellow speakers. Often their anecdotes and creative adventures have extended well beyond their defined design discipline.

**28000**

This takes the number of registrations for the event to in excess of 28000.

**1900**

The organisation of the week is a major task. In a profession where collaboration does not come easily, over 1900 volunteers have worked together with a spirit of co-operation which has been admired by many.

As part of the AGIdeas International Design Week, we are proud to be able to award three around the world travelling scholarships, including an internship at Fabbrica in Treviso, Italy. 31 young designers have now benefited from these awards and we are now seeing evidence that this experience has influenced their careers, their thinking and the work they are producing.

**31**

**2008**

This brings us to AGIdeas 2008 International Design Week, our coming of age. While the week has reached a level of maturity, we all feel there is much more to be done. With a strong foundation of involvement from designers in Australia and internationally, strong commitment from the areas of design, education and business, and our sponsors, the future will only be limited by our imagination.

18 欢迎来到第18届AGIdeas国际设计周。

2361 随着此项活动的发展，2007年参加主要研讨会的人员首次达到2361人。

350 自从此活动创办以来，AGIdeas已成功地介绍了世界上350位主要的创造人才，这些人的创作理念和创作经验启发和激励了他们的同行及下一代设计师们。

28000 登记参加此项活动的人数超过了28000人。

1900 设计周的组织工作可以说是一项主要任务，在一个行业里能够做到互相间的通力合作并不是件容易的事。但本活动竟然有大约1900多位志愿者，他们在本设计周内亲密合作，这真是一件令人感到钦佩的事。

## 8

There are eight events that will form the basis of this years programme. AGIdeas International Design Forum is three days of extraordinary presentations; AGIdeas 'Interact' opens the doors of some of Melbourne's best design studios; AGIdeas 'NewStar' sends three young designers on international travelling scholarships; AGIdeas 'Alumni' brings together past participants; AGIdeas 'Advantage' is about bringing together the design and business communities; AGIdeas 'Extend' allows delegates to work closely with a design master; AGIdeas 'Futures' is about providing an international perspective for future designers; AGIdeas 'disCourse' will be the largest social event for the design community in Melbourne this year; and AGIdeas 'uNite' brings speakers, delegates and organisers together to celebrate a week of inspiration.

## 44

As you will observe from the following pages, the work of our 44 speakers sits in the top levels of each of the design disciplines. This represents a truly international view of the diversified areas that reside under the word design.

Designers continually search for sources of inspiration. This years event and this publication hopefully will be the catalyst for numerous creative outputs. This is for all those with their minds wide open.

Ken Cato  
Chairman, Design Foundation

- 31 作为本次AGIdeas国际设计周的一部分，我们很荣幸能够奖励三位设计师环球旅游，这其中包括一名意大利特雷维索Fabrica的一名实习生。到目前为止已有31位青年设计师获此殊荣。这对他们的职业和创作灵感都产生了重要的影响。
- 2008 随着新年的到来，我们又将迎来2008年AGIdeas国际设计周。设计周现已进入成熟期，我们也意识到了需要做的真是越来越多。
- 8 今年设计周的活动是由8个项目组成。
- 44 正如你将从下面的几页中所观察到的，我们的44位发言者都是世界顶尖的设计师。

肯·凯托  
设计基金会主席

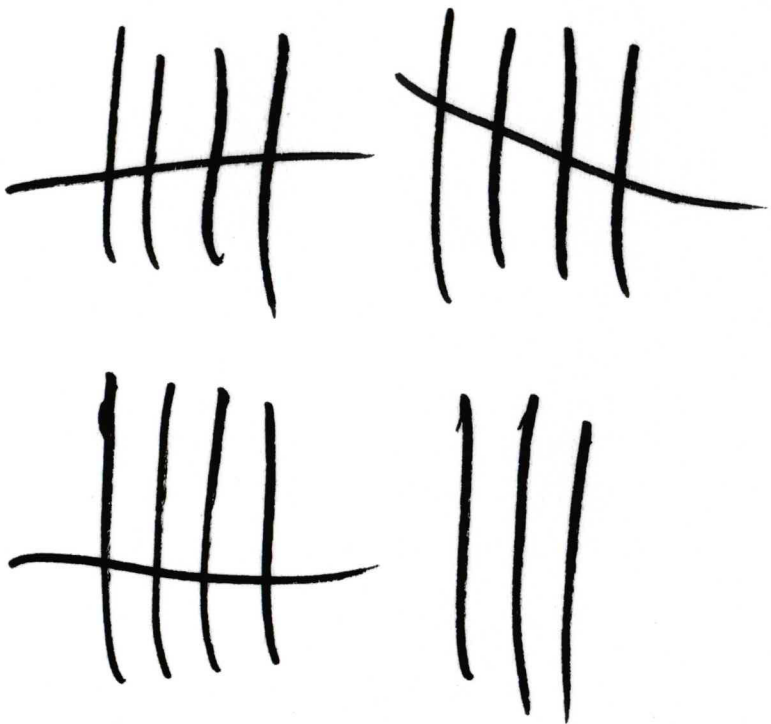




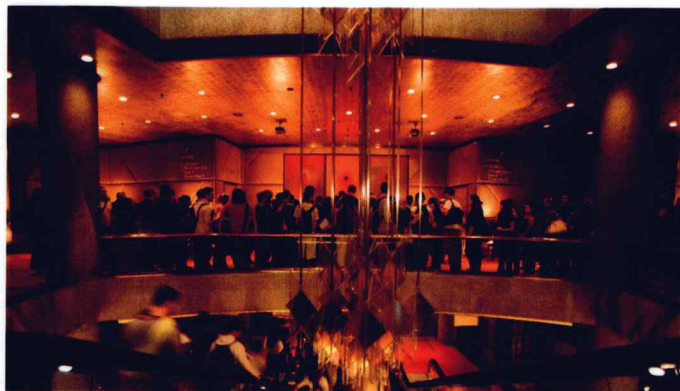




INTERNATIONAL DESIGN EXHIBITION



**The AGIdeas International Design Forum** over three days takes its audience on a journey through the creative endeavours of over 40 internationally acclaimed creative people. These amazing people will share their insights, experiences, journey and ideas with an audience of 2,400 design students, lecturers and design professionals from all states of Australia, as well as New Zealand, Singapore, Korea, Thailand, Taiwan and United Arab Emirates. The forum was created as a resource for the design community and for anyone looking to expand their design dialogue. The event is held at Melbourne's premier arts venue, Hamer Hall at The Victorian Arts Centre and provides state-of-the-art audiovisual equipment ensuring that a world-class event is presented.



Since 1991, this annual event aims to inspire excellence by presenting those who have pushed the boundaries of their creative field and established a benchmark to which other designers must strive. AGIdeas demonstrates that design excellence is inspired and motivated by creativity in the broadest sense. For this reason the AGIdeas program explores a diverse perspective of the creative industries, presenting speakers from the areas of graphic design, corporate branding, advertising, industrial and product design, sound design, illustration, design for film and television, animation, motion graphics, broadcast media, interactive and multimedia, photography, street or graffiti art and fashion and textiles.

AGIdeas国际设计研讨会，历时三天的研讨会将带领观众浏览40多位国际上备受称赞的设计师的作品。这些令人惊叹不已的设计师将同来自澳大利亚、新西兰、新加坡、韩国、泰国、中国台湾和阿联酋等不同国家和地区的共2400名设计专业的学生、讲师和专业的设计人员一起分享他们的理念、经验和构思。

**AGIdeas 'Interact'** opens the doors of Melbourne's design studios.

Students and new graduates of design have the opportunity to have dinner with designers and see inside the industry with a small group of other delegates.

AGIdeas 'Interact' is an initiative designed to encourage dialogue between those at the established end of the industry and those emerging within it.

AGIdeas“互动”活动向墨尔本的所有设计工作室敞开了大门。所有参加本次活动在校生的毕业生都有机会同设计师们一起共进晚餐，并且还可以同部分小型的代表团一起参观工厂。

## **Participating Studios** 参加的工作室

3 Deep Design	Igloo Design
ABT	Iloura DP
Anthem	Interbrand
Blue Marlin Brand Design	Krome Studios
Cato Purnell Partners	Lemonade
Charlwood Design	Melbourne Museum of Printing
Clemenger BBDO	Millimetre
Cobalt Niche	Ned Culic
Cornwell	Qube Konstrukt
David Lancashire Design	Rankin Design
Design by Pidgeon	R-Co.
DTDigital	Sputnik Agency
Elmwood Design	Square, Circle, Triangle
Emery Studio	Storm Design
Fabio Ongarato Design	Stuart Pettigrew Design
FutureBrand	Studio Pip and Co.
Geek IT	Studio Round
George Patterson Y&R	Watts Design
Hoyne Design	XYZ Studios