

Designer Toys

设计师玩具

Shawn Wright & Brigida Neves 肖恩·怀特&布里吉达·内维斯 编
Translated by Yan Ge & He Li 鄢格&贺丽 译

辽宁科学技术出版社

图书在版编目 (C I P) 数据

设计师玩具 / (英)怀特 (Wright, S.) . (葡)内维斯
(Neves, B.) 编: 贺丽, 鄢格译. — 沈阳: 辽宁科学技术
出版社, 2010.1

ISBN 978-7-5381-5727-7

I. 设… II. ①怀…②内…③贺…④鄢… III. 玩具—
设计 IV. TS958.02

中国版本图书馆CIP数据核字 (2008) 第199905号

出版发行: 辽宁科学技术出版社

(地址: 沈阳市和平区十一纬路29号 邮编: 110003)

印刷者: 利丰雅高印刷 (深圳) 有限公司

经销者: 各地新华书店

幅面尺寸: 228mm × 200mm

印 张: 26 $\frac{2}{3}$

字 数: 80千字

印 数: 1~2000

出版时间: 2010年1月第1版

印刷时间: 2010年1月第1次印刷

责任编辑: 陈慈良

封面设计: 肖 恩

版式设计: 肖 恩

责任校对: 周 文

书 号: ISBN 978-7-5381-5727-7

定 价: 98.00元

联系电话: 024-23284360

邮购热线: 024-23284502

E-mail: lkzsb@mail.lnpgc.com.cn

<http://www.lnkj.com.cn>

本书网址: www.lnkj.cn/uri.sh/5727



Flux Designer Toys 设计师玩具

Designed and edited by Shawn Wright

Associate Editor Brigida Neves

Translated by Yan Ge & He Li



Introduction

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Ever changing, challenging and re-Inventing; designer toys are in a never-ending state of flux. Old becomes new and new can become pioneering.

From trailblazers broadening the scope of character based designer toys to the latest new talents making their name in the industry, this book will introduce you to some of the most skilled artists of their genre.

Take an intimate and exciting journey through the idiosyncrasies of designer playthings. Every artist featured offers you the chance to meet the quirky characters of their imagination, and see the world through their eyes and by their words.

And it's not just toys. This book is bursting at the seams with inspiration. The supporting artwork of the designers tells the story of the characters' development. You're shown how the paper sketch of a good character can make it cross media through vinyl, advertising, animation, illustration, cloth design, and much more.

This title also presents exclusive new works and tip offs on what to look out for in the future.

"Flux Designer Toys" doesn't just show you the characters and art work from designers worldwide. It gives the reader a glimpse of the thoughts and aims of the person behind the art.

前言

不断改变，不断革新，玩偶设计的创新风格不断挑战着设计师们挑剔的视觉神经。书中精彩的设计作品将带领我们迈进一个愉快的欣赏之旅，而其中谈到的每个艺术家，我们都能透过这些优秀的作品感受到他们惊人的想象力，并且通过他们的文字和看问题的角度重审我们自己所生活的世界。

本书不仅展示了这些玩偶的开发历程，也会令我们充分感受到一个好的设计方案是如何广泛应用到广告，动画，插图，服装设计等多个领域的。

除了最新的玩偶设计作品，书中还谈到了该领域内未来的设计趋势。在呈现全世界玩偶设计者的设计理念的同时，相信我们会随着视觉感受的跌宕起伏走进设计师们别样的内心世界。

Designed by : Shawn Wright

Edited by : Shawn Wright and Brigida Neves

Special thanks to Georja Calvi Smith a.k.a big Georja



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Jon Burgerman

From the UK, Jon Burgerman has been working in the arts for 8 years. Although he enjoys experimenting, his preferred media is black pen on white paper: "Simple, quick and satisfying".

Most of all he aims "to encourage play and the exploration of narrative by the user." when he creates.

Burgerman prefers to use the simplest and easiest route to realize his works. As he puts it, "It's not the method that will determine how special the end result will be, only the finished work."

Ideas and concepts are generated through what he reads, thinks and observes; which then filter into his brain and eventually help generate ideas.

"If my work is successful on any level it will register an emotive response from the viewer."

八年前, Jon Burgerman 开始从事艺术创作。

他喜欢用笔和纸去描绘心中的想法, 从而完成艺术创作。正如他所说: "决定结果的不是做事方法, 而是作品。"

灵感和观念来源于他对事物的深度理解、思考和观察。

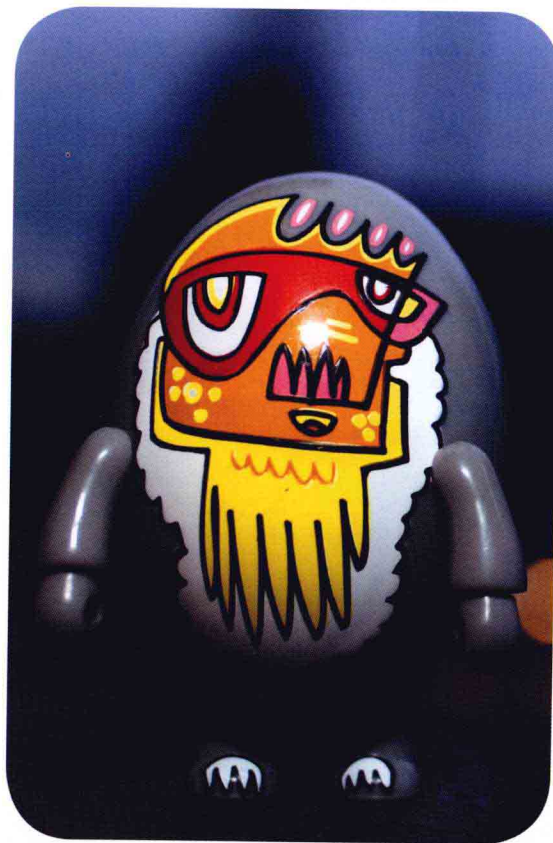
"我喜欢沙拉, 喜欢努力尝试, 喜欢重复应用。如果我的作品在某种程度上取得了成功, 读者将会十分兴奋激动。"

Photographs by: Nathan Beddows





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What's The Skinny

Clients and projects you last worked on?

I've produced clothing lines for Size and RipCurl, a book for ROJO and I am working on another one for IdN. I've designed a can for Pepsi. Recently I worked on lots of other cool projects too, but I can't remember them all right now!

Is there a message in your work or an issue that you want or try to address?

Messages can change from project to project. Overall I like to explore notions of confusion, worship, consumption and expectations.

These are things I think about a lot and am trying to work out for myself, so they come through in my work.

What do you enjoy about your work?

I enjoy being able to explore ideas, thoughts and idle musings through drawing, color and shapes.

Making the work can often be the most exciting part of the process. I like it when people say they enjoy the work, of course, but I never really know how to react to it-it feels a little embarrassing sometimes.

Where do you find your inspiration?

Everywhere!

以往的客户和项目:

Size和RipCurl服装架、ROJO图书、IDN图书 百事可乐饮料瓶

作品所传达的信息:

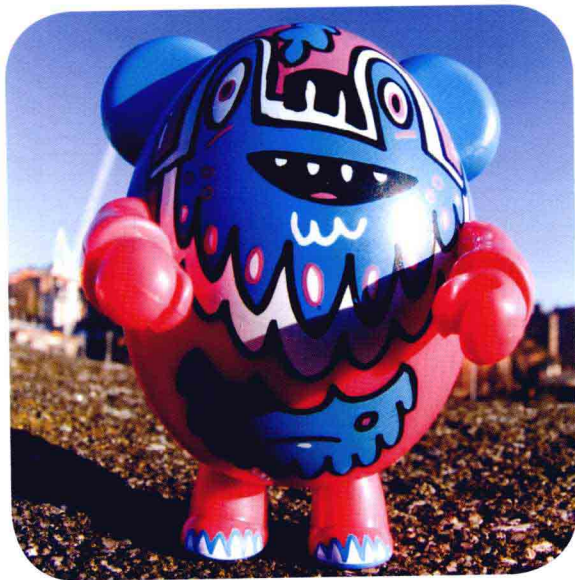
项目不同,主题不同,有关于人的困惑、信仰和期待。

作品中最欣赏的部分:

我喜欢发掘新的题材,运用不同的绘画方式、色彩和形状。

找到灵感的地方:

灵感无所不在!



Spicy Brown

Based in Los Angeles, California, Spicy Brown started "cookin" in 2003. It started from scratch with talented designers, artists, friends and family.

Contributing members come from leading fashion, toy, and design companies, whilst Spicy Brown's company policy assures that every artist retains full control and ownership of the artwork they create specifically for them.

Working mostly with T-shirts and designer toys, Spicy Brown tells us that the main aim of their products is "to make you hungry and smile!"

"The art should be the voice and message.
Each viewer will get their own meaning from it. Just enjoy it."

洛杉矶的 Spicy Brown 开始于2003年，成员来自时尚界、玩偶设计师和设计公司，Spicy Brown 的公司政策规定每个设计师对于自己的作品都有完全的自主权。

"艺术应当是有形有声的。"

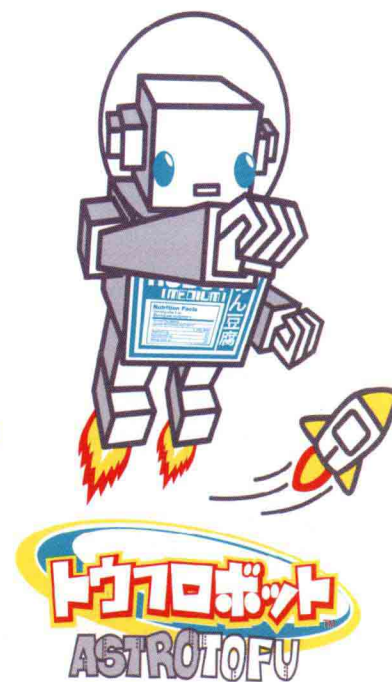
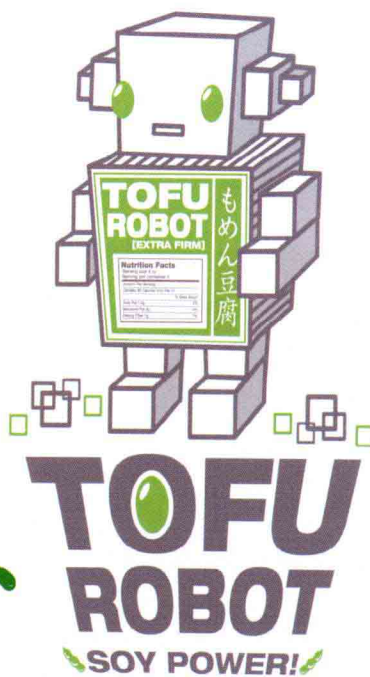
每个读者都从中得到属于自己的理解。

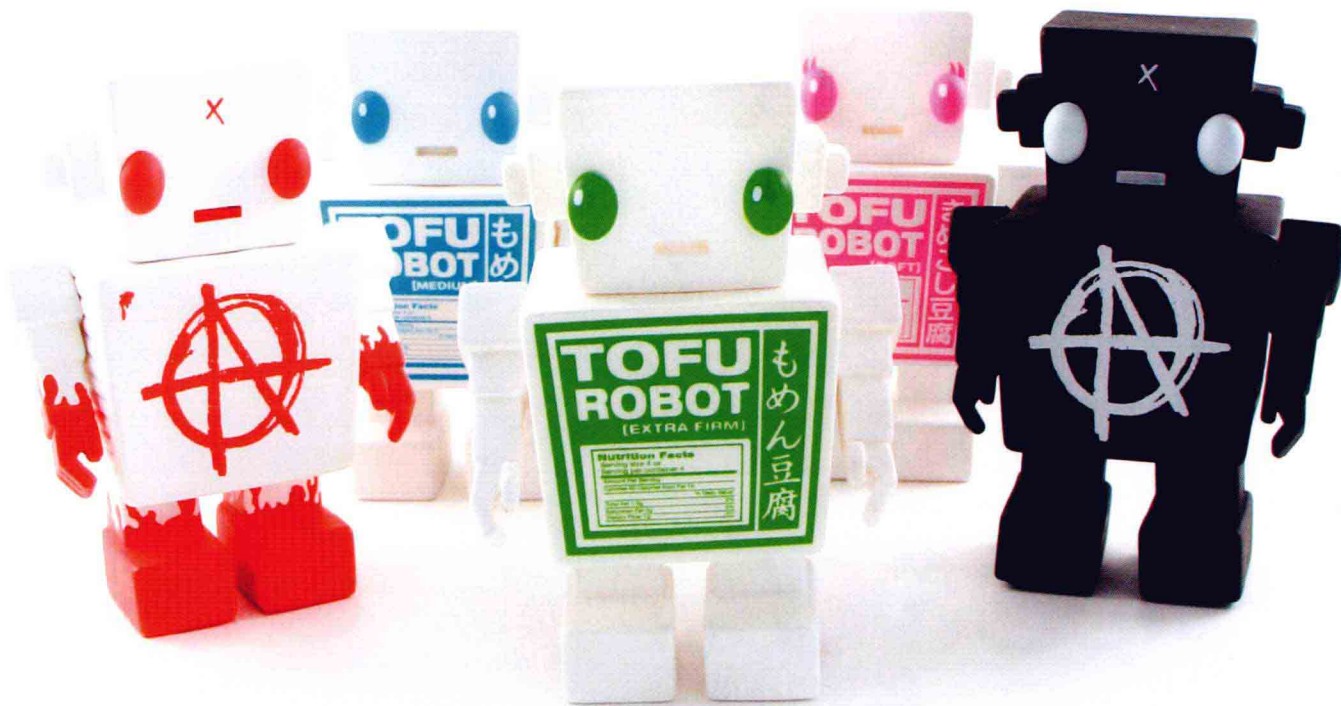
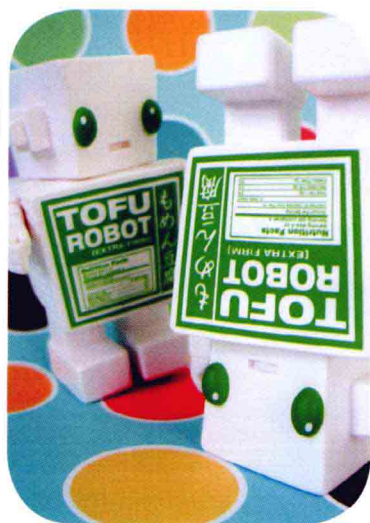
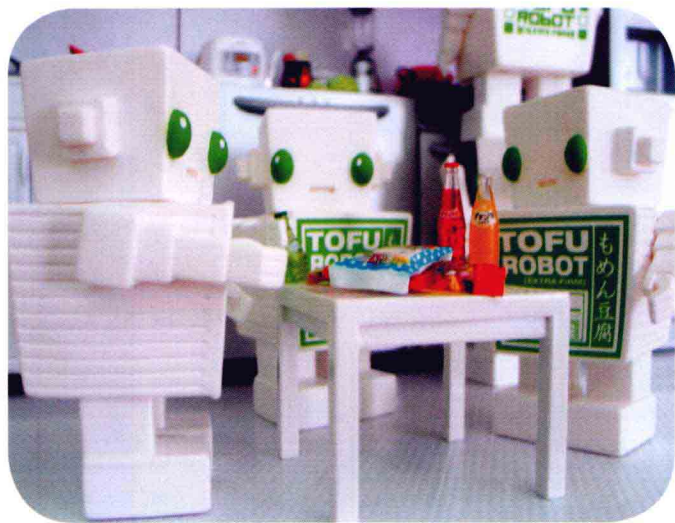
Photos by Junko Natsumi

Designed by Sachiho Hino and Kazuko Shinoka



BIRTH
OF
TOFU
ROBOT







What's The Skinny

Clients and projects you last worked on?

I guess we're the client always trying to be fair to our designers.

Is there a message in your work or an issue that you want or try to address?

Our message is really up to the viewer. If you see something deep about it, great! If it makes you smile and brightens your day, even better!

What do you enjoy about your work?

I love watching people's reactions to the designs. Most people have a big smile and their eyes light up with excitement when they see our stuff. But it's also funny to see people's reaction to our Sushi Neko line of characters. Sometimes they think we're advocating eating cats like sushi, which couldn't be further from the truth. Kazuko, the Sushi Neko designer, is the biggest lover of cats so I'm pretty sure that's not what she had in mind.

Where do you find inspiration?

Food, mostly Japanese.

作品中传达的信息:

在于读者的感受, 如果你能从中看到更深含义的东西那很好, 更棒的是这些作品能够愉悦你的生活!

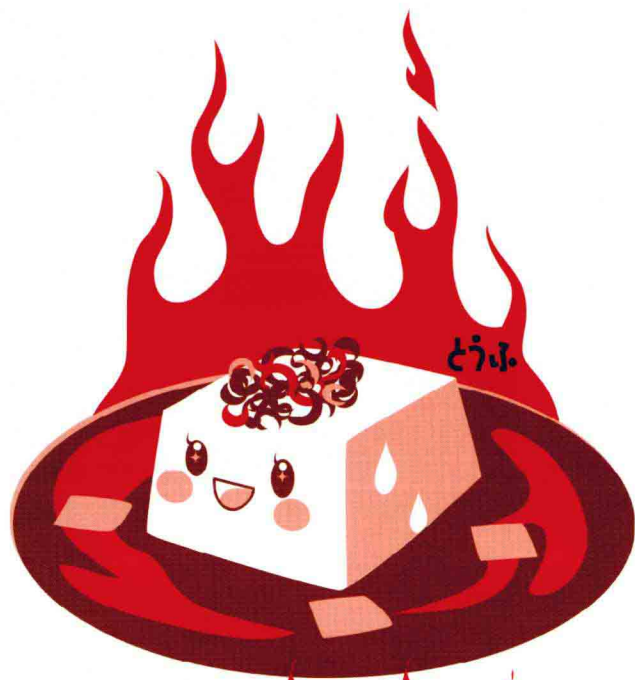
作品中最欣赏的部分:

我喜欢观察人们对于设计作品的反应。

找到灵感的地方:

最多来源于日本的食物。





mi so **hOT**



Mi
So
Happy



