

Design is Difference

agIdeas 2012

设计就是与众不同

2012年世界平面设计师协会作品精选

世界平面设计师协会编贺丽译



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agideas 2012

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世界平面设计协会 编 贺丽 译

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**'The gift of fantasy
has meant more
to me than my
talent for absorbing
positive knowledge'**

Albert Einstein

“幻想的天分，对我而言，比才能和知识显得都重要。”

——阿尔伯特·爱因斯坦

For those who seek new experiences, to learn new things and to open their minds to what could be, agIdeas International Design Week endeavours to provide a series of events that educate and inspire.

Design is such a small word for something that provides infinite possibilities. It's a discipline populated with those who ask 'why' but continue to think 'why not'. Opposition to new thoughts is always expected but ultimately will not deter those in pursuit of a dream.

So welcome to the open-minded. I hope you find agIdeas 2012 stimulating, inspirational, educational or just a firm reminder that design can make a difference and the world can be a better place.

agIdeas世界平面设计师协会力图对那些寻求新体验、新思想、新理念的人士提供一系列具有教学和启发意义的创意活动。“设计”，短短两个字却涵盖了无限的创作潜能。设计是一门学科，其成员是那些喜欢质疑并敢于不断创新的人们。新理念的提出往往会受到不同程度的阻挠，但是却丝毫阻挡不了人们追求梦想的脚步。欢迎来到这个开放、自由的创意世界。我希望您能够在世界平面设计师协会2012年作品精选中发现灵感、获得新知，体验设计如何让生活与众不同，如何让我们的世界变得更加美妙。

**‘Education’s
purpose: to replace
an empty mind with
an open one’**

“教学的目的是以开放的理念取代空想。”
——马尔科姆·福布斯

Malcolm Forbes

Some moments last way longer than you'd imagine; it's one of life's great gifts. Memories can resonate so deeply that they conjure up crystal-clear images, as real as a real photo (if anyone remembers them!) for you to relive experiences that, frankly, make life worth living. We need to thank the hippocampus beaver away to enrich us with these things that we would otherwise forget. We should always be mindful that these memories and experiences are vital to us humans in keeping us sane and, more specifically, in forming our vital individuality.

有时，创新之路要比人们想象的还要漫长；它是上帝赐予人生的一个最美好的礼物。当深藏在脑海中的记忆如同照片（如果人们能够记住它们）一样清晰地闪现，就会自然地引领人们回到过去，细细品味过去的某一刻所带来的欢喜苦乐，从而令生活更加充满意义。这里，我们需要感谢大脑中的海马体，感谢它让我们拥有了美好的回忆。同时，这些记忆和体验对于人类来说也是至关重要的，正因为有了它们，人们的生活才更加完整，最重要的是，正是它们的介入，我们每个人的个性才更加丰富多彩。

当我与朋友和同行谈论起设计与创意话题时，常常会重复这样的事实，即创意灵感和随之产生的独特理念全部来源于勇敢、大胆的创新精神以及置身于全新而奇妙的氛围之中所带来的体验。接下来的过程就需要我们对实际情况进行深入调查。这是我首次参加墨尔本agIdeas世界平面设计师大会，这一备受瞩目的创意设计活动一直令我心驰神往。然而，这里对我产生的影响，却令我出乎意料。正如同布鲁斯·毛所说，这里已经深深驻扎在我的脑海里。

我的墨尔本之旅从抵达该地的那个夜晚开始。我想，任何人都难以抗拒那种来到陌生之地的冒险精神。因此，在当地人的好心帮助下，我走进了一个极具地方特色的酒吧。畅饮几杯之后，在与陌生人闲谈的过程中，我发现自己对这个城市已经不再陌生，甚至有一种宾至如归的感觉。墨尔本对于我来说是唯一一个最熟悉的陌生城市。在这里，我还要再一次感谢特里萨酒吧。

在一整天的轻松漫步中，我一直被墨尔本菲茨罗伊地区涂鸦艺术家精湛的手工艺所震撼。我们（agIdeas世界平面设计师协会发言人）的首个任务是帮助500名小学生了解设计和创意的概念。“长腿的热狗（建议大家停止食用垃圾食品，人们一旦想要食用，热狗就会跑掉）”、“一按开关就可以找到丢失的东西”等等是这次任务中的主要设计方案。人们常说孩子是社会的未来，而agIdeas的信念之一就是将这些未来的花朵培育得更加完美。同时，从我个人

的角度来看，这一信念也是在其他“普通”的大会中难得一见的。

接下来的几天，无论是与来自各领域的发言人、与会者的交流，还是参加城市中举办的各种高端设计活动，我时时刻刻都在感受着视觉和心灵上的震撼。成功举办这些活动需要全体

成员的不懈努力。然而，在设计周上获得了友谊将令我们受用一生，我想，这也是agIdeas世界平面设计师协会的神奇魅力之一。在这一纯净的设计活动中，创意之泉自由地流淌，而设计师彼此之间的互动也时刻迸发出灵感的火花，这一火花如同一盏明灯，将永远照亮所有与会者的探索、发现之路。

When I talk about design and creativity amongst friends and industry types, I always seem to go back to the fact that inspiration and subsequent individual thinking comes from being brave, adventurous and putting yourself in new and wondrous places. It's then down to trying to get to understand that situation as deeply as possible. agIdeas was my first time in Melbourne and was somewhere I'd always wanted to go but, I didn't expect this, it became a place that has stayed with me and changed me since I set foot there. As Bruce Mao would say, it folded itself into my mind.

My journey began the first evening I was there. Anyone who's travelled round the world knows it's very hard to resist venturing out as soon as you land. So, armed with some friendly tweet tips of night-time hangouts from a local (thanks @teresa_v) I stepped out into the unknown to familiarise myself with the local drinking establishments. After a few beers and some random chatting to strangers, I felt totally relaxed and at home (irrespective of being the oddball drinking on his own). Indeed, some places give you a feeling of a strangely natural homecoming and I felt it keenly for Melbourne ... so thanks again Teresa.

After a very relaxing day spent wandering around and marvelling at the skills of the local graffiti artists of Fitzroy we (the agIdeas speakers) walked over to engage in our first task. This was to help 500 primary school kids learn about design and creativity, possibly one of the most enlightening mornings of my life. What were the outcomes of this you may ask? Well the answer is ideas that boggled the mind (in a good way): glow in the dark money, hotdogs with legs (to stop people eating junk food as the hotdog ran away when you tried to eat it) and apps that could find the things that you lost at the flick of a (virtual) switch. People say that 'children are definitely the future' and agIdeas is firmly in the middle of making that happen. This is when I realised that the intent of agIdeas goes way further than many 'normal' conferences.

The next few days were a completely enlightening rollercoaster ride, with a refreshingly rich variety of speakers, eager attendees and an unflinching series of events extending out into the city, all executed to such a high standard. I was nothing short of amazed.

Running these events is a very hard act to pull off and, after seeing the efforts of all the staff, I, along with all the other speakers, felt committed to giving all that we could (and a little bit more) all week. Indeed it goes to say that friendships that will last a lifetime were born that week and that's something that is a real testament to the magic of agIdeas. It's truly an event where creativity flows freely and the energy created through these interconnections becomes the lifeblood of keeping us all discovering and 'making', speakers and attendees alike.

I remember agIdeas for:

The weird jetlagged conversations about nothing and everything.
The meeting of cultures.
The joy of meeting someone you've been dying to meet.
The joy of meeting someone you never would have met otherwise.
Being at peace and over-excited in the same second.
Being annoyed at Chris Doyle for being able to write (and be funny too).
Fresh perspectives.
Colour transforming letters into images.
Dirty jokes (Mr Mollerup).
Iain McCaig.

So thank you Ken for the invite in 2011, it was a true blessing ... and if my plan works out I'll be sitting with you again in the audience this year clutching my beautiful book, the book you hold in your hands, eager like a kid on Christmas eve as to what the next day will reveal ... and I think (unlike most Christmases) we won't have any disappointment at all.

Thank you Melbourne for a life-changing experience.
Sanky.

*Co-founder/creative partner @ AllofUs
*D&AD president 2011
*Big-time fan of agIdeas

在我的记忆中：

agIdeas世界平面设计师协会是一次空前的文化盛会。

这一盛会带给大家的心灵愉悦感超乎一切。

平静与兴奋同时萦绕在所有与会者的心田。

会上提出的观点和理念带给人们以耳目一新之感。

色彩巧妙地将文字转化成一张张美丽的画面。

在此，我非常感谢agIdeas世界平面设计师协会创建人肯·凯特的邀请，并为我提供参加该协会2011年活动的机会。

如果时间允许的话，今年我将再次坐在观众席中，与大家一同分享创意的美妙并期待更多优秀作品的展现，相信结果绝对不会令我们失望。

再一次真诚地感谢墨尔本带给我这个转折性的人生体验。

桑琪

AllofUs互联广告公司联合创始人/创意伙伴

2011年D&AD大奖赛总负责人

agIdeas忠实的粉丝

Presented annually for the past 21 years in Melbourne, Australia, agldeas International Design Week has evolved into one of the largest and most prestigious design festivals in the world. agldeas offers an inspiring program of events that celebrate design excellence and promote the value of design-driven innovation. The events contribute to the development of knowledge and expertise in a diverse range of the creative industries.

世界平面设计师大会，这一拥有21年创办历史的年度设计盛宴如今已经发展成全球规模最大、最富盛名的设计节日。它在向所有人完美展现杰出设计作品的同时，对伟大的创新设计精神进行大力弘扬。agldeas世界平面设计师大会的举办大大促进了不同创意产业知识与专业技能的开发与发展。

Established in 1991 by Ken Cato, agldeas is organised and presented annually by the Design Foundation, a not-for-profit organisation that aims to:

- broaden awareness of design in the general community so that people recognise and demand good design and drive sector reform
- assist businesses to understand how design can be used as a strategic resource to create value and build competitive advantage
- enable design professionals to interact with renowned creators and thinkers and be inspired to reach global standards of excellence
- provide a forum for researchers, educators and design practitioners to prepare and present rigorous research into the value of design as a business resource
- motivate talented secondary school students to explore a career in design and develop into a high-calibre workforce for the creative industries
- enable primary school children to interact with inspirational designers and spark their understanding that they can become future champions of good design

agldeas is the one event each year that promotes excellence and innovation in the creation, education and application of design.

agldeas世界平面设计师大会由肯·凯特在1991年创办，每年由设计基金会举办一次，该设计大会是一个非营利性的组织，其创办的目的在于：

- 加深公众对设计的意识，呼唤优秀作品的出现，从而推动设计产业的革新与发展。
- 促进商业对设计的认知，最终将设计作为一个战略资源，构建附加值和竞争优势。
- 促进设计专业人员与著名革新人士和思想家之间的互动，从而获得更多设计灵感，打造全球公认的优秀作品。
- 力图为研究人员、教育工作者和设计实践者提供一个交流的平台，将严谨的研究方案转化成有价值的设计，使之成为一种商业资源。
- 激发具有设计天赋的中学生在设计方面的兴趣，并为创意产业建设出一个高水平的后备力量。
- 拉近小学生们与优秀设计师之间的距离，加强二者的互动，鼓舞他们成为优秀设计的未来之星。

agldeas世界平面设计师大会每年如期举办，这一大会力图将来自创意、教学以及设计应用领域的杰出作品和创新理念完美展现给观众。





Reza Abedini Iran



Alex Alvarez USA



Shannon Bennett Australia



Stu Campbell Australia



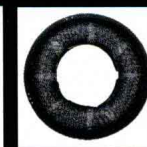
Gunawan Candra Indonesia



Sue Carr Australia



Len Cheeseman New Zealand



Susan Cohn Australia



Kyle Cooper USA



Kate Cullity Australia



Liza Defossez Portugal



Robin Eley Australia



Dan Formosa USA



Mark Gowing Australia



Jamie Hayón Spain



Sudhir Horo India



Takenobu Igarashi Japan



Roland IJermans Netherlands



Antioanetta Ivanova Taiwan



Werner Jeker Switzerland



Dan Jonsson Sweden



Nathan Jurevicius Canada



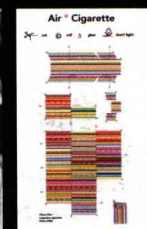
Sadik Karamustafa Turkey



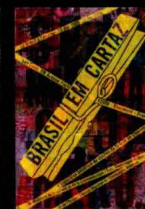
Chip Kidd USA



Jacques Koeweiden Netherlands



Elisabeth Kopf Austria



Rico Lins Brazil



Étienne Mineur France



Christoph Niemann Germany



Finn Nygaard Denmark

