

Undoubtedly one of the significant players in the art world, pattern adds a heavy dose of drama to design, from fashion to product, interior to installation. It is not the icing on the cake; it is the cake itself. With a rich collection of astonishing work from around the world, 'Simply Pattern' is such a valuable amendment for pattern lovers and graphic-addicts!

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圖案

パターン

패턴



Simply Pattern

To reveal how inspiring and creative patterns delight surfaces and
become undividable in our everyday life



SimplySeries™
SimplyPattern

First published and distributed by
viction:workshop Ltd.

viction:ary™

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Concepts & art direction by Victor Cheung
Book design by Cherie Yip @ viction:workshop Ltd.

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前言 はしがき 서론

Pattern is very much a part of our social fabric, whether you are a fan of it or not. It is what we scribble on our notebook while daydreaming. It reveals itself when we finish doing the puzzle. It is why we choose one product over another. It is why the leopard is the sexiest in the animal kingdom. It is there on our pajamas, watching over us. It is what makes the fashion show go on.

Pattern has always been one of the key players in the art world. Andy Warhol's work epitomized this. By showing four Marilyn Monroes instead of one in the poster Four Marilyns, he immortalized the film goddess. (He employed the same technique to stunning effect in the poster Marilyn Monroe's Lips, which featured her pout as a pattern.) The artist also created the Camouflage series towards the end of his career, when the pattern wasn't ubiquitous yet. Another late master of pattern was Mark Rothko, whose 'multiform' featured rectangles of various hues and sizes that reflected his mood at the time of painting. And although he didn't see himself as an artist, Hong Kong's late 'Emperor of Kowloon' Tsang Tsou-choi adorned the cityscape with his calligraphy graffiti, which frequently sported his name, title and family tree and the line 'Down with the Queen of England!'

Pattern is undoubtedly, a mover and shaker on the design front also. It adds a heavy dose of drama to design, from fashion to product, interior to installation. It is not the icing on the cake: it is the cake itself. Take Japanese graphic designer TAKORA Kimiyoshi Futori's collection for Hong Kong's underwear brand bla bla bra, which comprises bra, panties, small badges and mini cards. If the products don't feature TAKORA's graphics, they will be devoid of meaning, and above all, fun. Similarly, NNP/Akiko Hamada's fashion design for Tokyo's Gallery U's Uniform project will lose its edge if TAKORA's graphics are missing. Likewise, his Christmas window display for Sony Style Store Osaka won't be a massive piece of eye candy if it isn't peppered with patterns of trees, reindeers and sleighs.

TAKORA, who has collaborated with Comme des Garçons Homme and Dresscamp, swears by the motto 'Catchiness is everything.' Indeed, his neon-coloured pattern, which has adorned the surface of all mediums except architecture, is as eye-catching as ex-prime minister Junichiro Koizumi's hairstyle. French illustrator Skwak shares TAKORA's philosophy. The former's graphics, which he dubs the 'Maniacal World,' are "exaggerated to absurdity: they express the idea of 'too much,' the idea of escalation, through power, wealth, plastic surgery, celebrity..."

When it isn't mirroring reality, pattern can add a dash of glamour to our everyday life and enliven otherwise mundane objects. Swedish designer Lisa Bengtsson's wallpaper collection 'The Family' aptly illustrates this. In contrast to the popular whitewashed wallpaper, 'Familjen,' the first wallpaper from the collection, boasts images of frames for you to display your photos. Like her other designs, 'The Family' is a nod to the era of the pin-up that radiates modern elegance. "My biggest inspiration comes from people, their behaviour and how we live and used to live our lives," Bengtsson says.

Parisian design research and consulting firm 5.5 designers, which comprises Vincent Baranger, Jean-Sébastien Blanc, Anthony Lebossé and Claire Renard, has also designed a wallpaper collection less ordinary. True to its name Wallpaper Games collection, it unleashes the child in you by allowing you to play tic-tac toe square and join the dots on its surface. The result is a pattern that seems to have acquired a life of its own, like an unattended bush in a garden or Amy Winehouse's beehive.

Napoleon Bonaparte once said, "A good sketch is better than a long speech." Although he wasn't commenting on the state of design in his times, a wildly imaginative pattern has more to tell than a fairytale indeed. Take Spanish designer Catalina Estrada, who has joined forces with the likes of Paul Smith, Nike and Coca-Cola. Her art, graphic design and illustration are modern renditions of Latin-American folklore, complete with its vibrant colours and magical touch. Not only is her work laden with characters, it celebrates nature before Eve bit the forbidden fruit.

Swedish designer Hanna Werning, who specializes on making patterns for textile and wallpaper, is also armed with the ability to translate imagination into distinctive patterns. Characterized by childlike abandon, her work, which includes textile prints Pigeon Pine and Borderline Compass for Anna Sui Spring/Summer collection 2008 and AnimalFlowers wallpaper-posters featuring patterns that repeat from top to bottom, left to right, strikes a chord with those who dare to dream. It is no surprise that Werning, who calls Central Saint Martins her alma mater, can move from communication design to visual arts, illustration to product design with effortless grace and has an EDIDA (Elle Decoration International Design Award) under her belt. A darling of the art scene, her most notable work to date is the sculpture and installation Apparat No. 1 'Suddenly my wall was a mess - and I like it' which features a wallpaper drawing machine creating patterns at random repeat.

Geometry might have made you doze off in class, but it is an inspiration for many designers, including the international interdisciplinary design agency, assistant. Comprising a group of Japanese designers who fate brought together at Ground Zero, the agency's installation 'Patterns of Alliance' shows us why it is a creative force to be reckoned with. A feast of candy colours, it consists of psychedelic and geometric patterns that are intricate yet audience-friendly. Along a similar vein, assistant's interior design for the dance studio ANCE, which is ornamented with wall mirrors covered with geometric patterned wall panels, answered a street dancer's prayer to elevate his trade to a higher cultural plane.

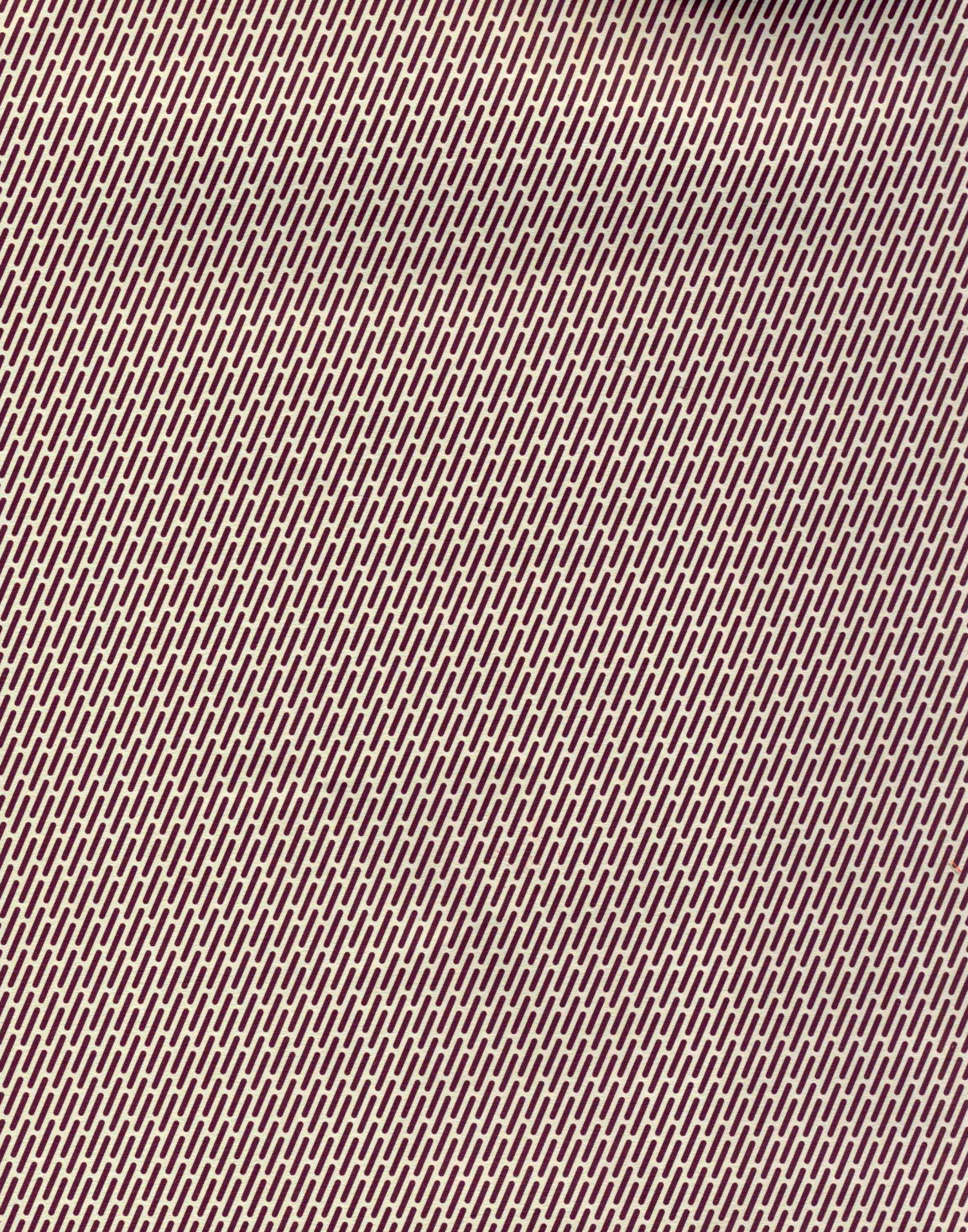
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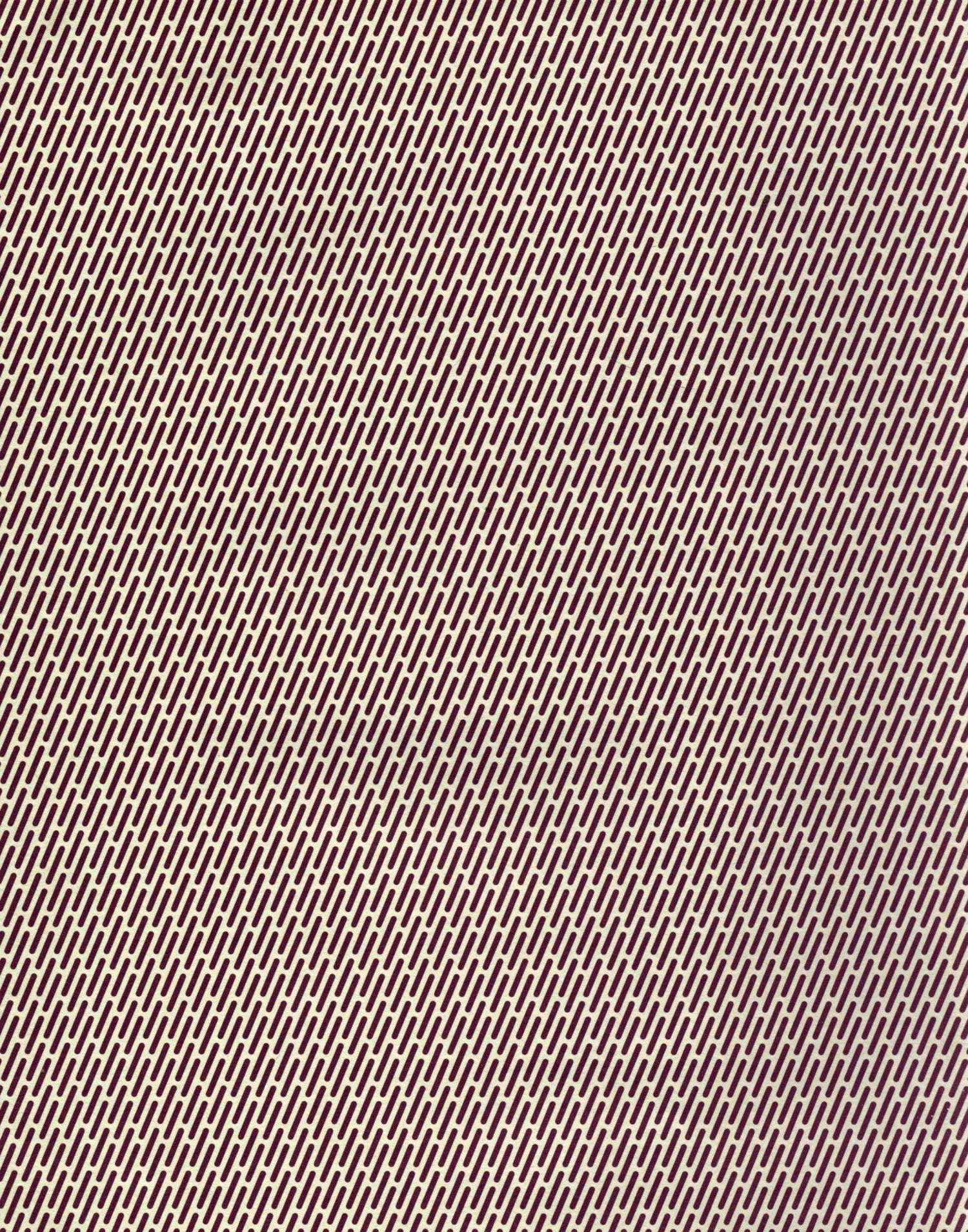
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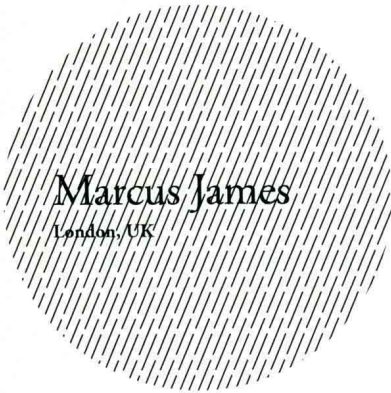
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패션



Title of Work	Description
Camilla Staerk	Designs for Camilla Staerk's Spring Summer 2005 - Spring Summer 07 collection.
Type of Work	
Print design and branding	These images were inspired in the beauty of nature. They were meant to be elegant and delicate.
Year	
2005-07	
Client	
Camilla Staerk	
Art Direction	
Camilla Staerk	
Design	
Camilla Staerk	



