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世界顶级设计作品选

**世界著名
设计公司卷**

蔡军 徐邦跃 编著
BY CAI JUN / XU BANGYUE

tangerine
product design consultants



TEAGUE

IDEO
Design & Product Development

TOP INTERNATIONAL DESIGN COMPANIES



PORSCHE DESIGN

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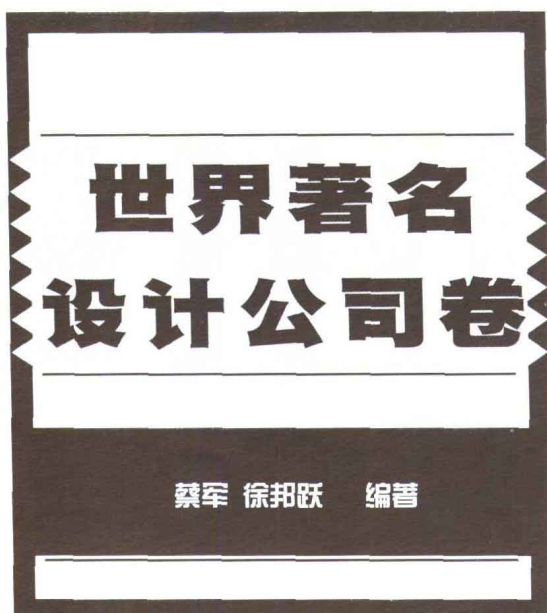
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DESIGN

黑龙江科学技术出版社

Pentagram





BY CAI JUN / XU BANGYUE

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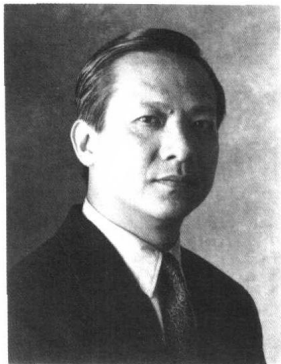
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序



陈秉鹏先生，美籍华人设计师，美国 ECCO DESIGN 设计公司总裁，由于其所具有的中西方设计与文化背景，特邀为此书作序。

—编者

对我来说，1997年是一个激动人心的时刻，当年我应邀参加了当代中国设计大展开并作为特邀演讲人访问了北京中央工艺美术学院。与中国设计文化这一短暂的相遇，一方面，唤起了我的中国根中许多久远忘却的记忆；另一方面，在美国受到的工业设计训练又赋予了我一双批评的眼睛，使我从一个外来者的角度，在设计史的迅速发展阶段去观察所熟悉的文化。

我们正经历着一个有丰富的历史传统和文化背景的国家迅速发展，无论何处都能看到它迈向未来的快速步伐。同时，外国友人又希望在那些古代丰厚的文化遗产不复存在之前留住它们。这种共有的赞美和渴望点燃了独特而充满生机的创造交流之火。

设计是对文化的价值和意义的体现。对于中国在全球经济中作为一流的竞争者进入 21 世纪，设计也是一个关键的因素。由于中国在设计 and 制造之间所拥有的巨大潜力，以及最近在工业生产上的扩大和由此而来的新机遇的开始，使中国具有独一无二的机遇来迎接这一挑战。不断扩大的国内和国际经济也使这一机遇得以增加和延续。

对西方设计风格的主流加以挑战和刺激是很有必要的，世界需要来自不同文化的新品味和新理念。中国应当在设计领域继续进行国民文化和本体教育。虽然工业设计发端于西方，但中国将会找到自身的美学和文化承传。对于落后的惧怕和急于赶上其他发达国家的迫切感不应鼓励培育中国自身的设计精神产生过大的压力。要扩大这一历史机遇，某些强烈的精神寻求将是十分必要的。对全球设计范围的估计和了解将是这一过程的开始。

这是第一本以中英文出版的国际设计书籍，它将是中国的一个里程碑。它对国际上各个不同设计公司的风格、文化、尺度和方法进行了剖视。对中国读者而言，这是第一次能够从整体的角度观察国际设计师的作品。

尽管在此书中的作品体现了国际设计的语言，但人们还是可以确定其独特的区域设计风格，这些风格是对具体文化渊源的反映。来自欧洲、日本和美国的设计语义和美学反映了这些地区的文化意义、商业价值及其对技术和人类价值观的诠释。

各式各样的作品反映了当前设计的状况，从再生材料到设计；从电子商务到 X 和 Y 的一代。在千年变革的时刻，许多新的规则将无法用旧的逻辑去确定。新的经济和文化力量的推进将会形成对国际设计语言的解释。中国下一代的设计师们将会发挥重要的作用，并成为世界设计未来的主要力量。

陈秉鹏

1999年6月于美国纽约

Introduction

It was an emotional moment for me, when I visited the Central Academy of Design in Beijing as a guest speaker and was involved in the Contemporary Chinese Design Conference in 1997. These brief encounters with Chinese design culture, on one end brought back to me many of the long forgotten memories of my Chinese roots. On the other end my American Industrial Design training gives me a critical eye, as an outsider looking into a familiar culture in a fast evolving period of its design history.

We are witnessing a fast growing country with a rich historical and cultural background. The quick pace of a society moving into the future is visible everywhere, while simultaneously, foreign visitors try to capture the very best of an ancient and rich culture before it disappears forever. These mutual admiration and curiosity fuels a unique and dynamic creative exchange.

Design is expression of the meaning and value of a culture. It will also be a key asset for China to enter the 21st century as a top competitive player in the global economy. China has a unique opportunity to take up this challenge, because of its great potential proximity between design and manufacturing and because of a more recent expansion in industrial production and consequent opportunity for a fresh start. A still expanding domestic economy and vast global reach increase the longevity of this opportunity.

The mainstream Western design style needs to be challenged and stimulated by different perspectives: the world is constantly welcoming new design flavors and philosophies from different cultures. China should continue to nurture a national culture and identity in the field of design. Even though the roots of Industrial Design are in the West, China will find its own aesthetic and cultural heritage. The fear of being behind and the urge to catch-up with the others should not overpower the courage of nurturing China's own design spirit. Some intense soul-searching will be necessary to maximize this historical opportunity. The process starts with evaluating and investigating the horizon of global design.

This is the first international design book published both in Chinese and in English and it is a milestone for China. It provides a very good cross-section of style, culture, size and methodology of different design firms globally. It is the first opportunity for Chinese readers to have an overview of the work of international designers.

While the work included in the book represents a universal design language, one can still identify the unique regional design flavors that truly reflect solid cultural roots. The design semantics and aesthetics from Europe, Japan and America echo their regional cultural meaning, commercial value and their interpretation of technology and human value.

The diversity of works reflects the state of current design, from recycled materials to universal design, from e-commerce to Generation X and Y. At the change of the millennium, many of the new rules are not defined by the old logic. New thrusts of economical and cultural forces will shape the international design landscape exponentially. The next generation of Chinese designers will have a significant impact and will be a major force in the future of world design.

Eric Chan

New York, USA
June, 1999

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意大利(阿特利耶·贝里尼)工业设计公司

Atelier Bellini

Atelier Bellini, Italy

1

意大利阿特里亚·贝里尼工业设计公司，是由意大利著名设计师马尔洛·贝里尼(Mario Bellini)与其子克劳狄奥·贝里尼(Claudio Bellini)于1996年创立的。

马尔洛·贝里尼1935年生于意大利米兰。1959年，他以建筑设计专业毕业于米兰。如同许多其他意大利建筑师一样，贝里尼的设计包括从家具、工业设计到城市规划和建筑设计等各个方面。作为当今意大利最主要的几个设计大师之一，马尔洛·贝里尼对当代意大利设计具有重要的影响。他在工业设计领域的专业活动可以追溯到1963年。从1963年到1991年间，他曾任意大利奥里唯蒂(Olivetti)公司工业设计部的主管，主持微电脑、打字机和复印机的设计开发工作。他还与意大利B&B公司和Cassina公司在家具系统和家具单元方面进行了长期的设计合作。并为Brionvega公司、雅马哈公司等设计了从电视机、高保真音响到电子乐器等产品；他不仅曾经担任法国雷诺汽车公司的设计顾问，还为菲亚特汽车公司和Lancia汽车公司设计过汽车；委托其设计的企业包括德国、比利时、日本和美国等许多大公司。他的作品被纽约现代艺术博物馆等永久收藏。近年来，许多国际知名的艺术中心和博物馆为他举办了多次大型展览。马尔洛·贝里尼在国际学术界和设计组织中享有盛名，其设计成就荣获七次意大利“金罗盘奖”以及德国、日本等颁发的多项国际性大奖。

阿特里亚·贝里尼工业设计公司目前由克劳狄奥·贝里尼担任主管。他所组成的青年设计师团队，将意大利传统与创新结合起来，通过具有前瞻性的研究提供技术开发和相关新材料的使用方式。其设计手段包括三维立体设计到全尺寸模型和样机制作等。目前该公司正与国际上著名的企业进行合作。该公司所设计的“贝里尼椅”荣获多项大奖并被纽约现代艺术博物馆永久收藏。

Atelier Bellini is an Industrial Design company which was founded by Mario Bellini and his son Claudio Bellini in 1996, where tradition and innovation are combined together and the research is mainly focused on the advances offered by technologic development linked with the use of new materials.

Mario Bellini was born in 1935 in Milan. He graduated in architecture in 1959 in Milan. As usual for many Italian architects, Bellini's work ranges from furniture and industrial design to urban and architectural design. His professional activity in the field of product and industrial design begins in 1963. Bellini was head of industrial design at Olivetti for microcomputers, typewriters and reprographic machines from 1963 to 1991. Mention should be made of his long standing collaboration with B&B Italia and Cassina for the design of numerous furniture systems and units, with Brionvega for the design of television sets, and with Yamaha for the design of Hi-Fi sets and electric organs. He was not only car design consultant to Renault for five years but also designed in the automobile sector for Fiat and Lancia. The firms for which he has designed and designs are from Italy, Belgium, Germany, Japan and USA. His design works are collected permanently by the Museum of Modern Art in New York and many other museums and design centers inaugurated exhibitions dedicated to his activities in design and architecture.

Mario Bellini is very well known for his activities and lectures in international universities and cultural centres. He also won numerous international awards for his professional work, including seven "Compasso d'Oro" prizes and other prizes from Germany, Japan and so on.

In Atelier Bellini, a team of young designers work together and coordinated by Claudio Bellini, who graduated in architecture at the Politecnico University in Milan, using diverse techniques from the elaboration of visual in 3d to full scale models and prototypes. To date Atelier Bellini is developing important design projects with leading companies in the world. The "Bellini Chair" which designed by Atelier Bellini has won numerous awards and included in the permanent collection of the MoMA in New York.



1. CAB412 椅 / CAB412 Chair

客户 卡仙纳公司, 意大利, 1977

Client Cassina Spa, Italy, 1977

2. PERSONA 办公椅 / PERSONA Office chair

客户 维特拉国际公司 德国 1984

Client Vitra International AG, Germany, 1984

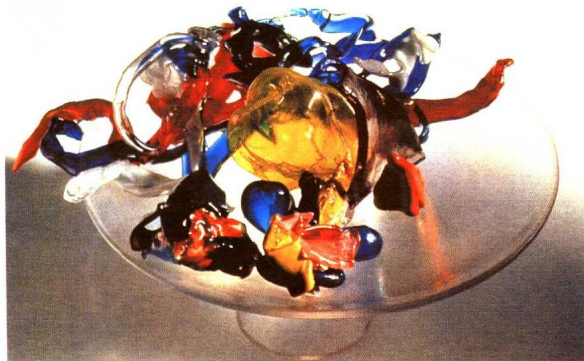


3. THE BELLINI CHAIR 室内外用椅

THE BELLINI CHAIR Indoor-outdoor chair

客户 赫勒公司, 美国, 1998

Client: Heller, USA, 1998



4



4. CUPOLA 茶具与咖啡具系列

CUPOLA Tea and coffee service

客户 罗森塔陶瓷公司, 德国, 1987

Client: Rosenthal AG, Germany, 1987

5. ALZATA 果盘

ALZATA Fruit-stand

客户 维里尼公司, 意大利, 1992

Client: Venini, Italy, 1992

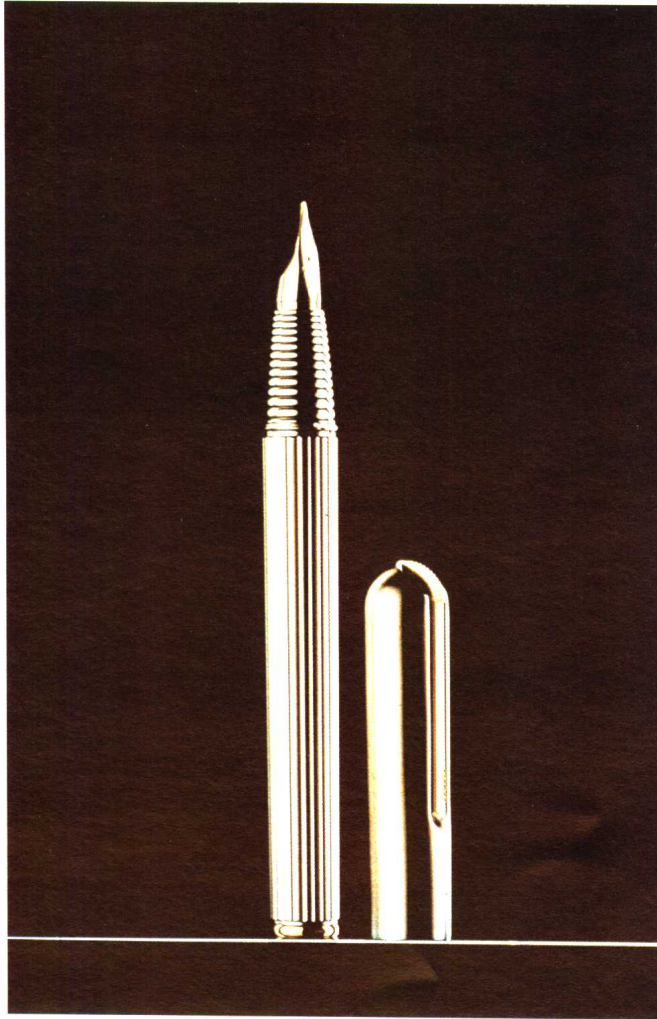
6. METROPOL 办公家具系统

METROPOL Office system

客户 维特拉国际公司, 德国, 1989

Client: Vitra International AG, Germany, 1989

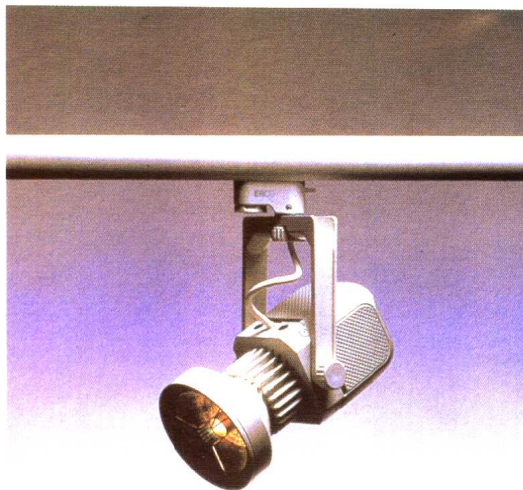




7. **LAMY PERSONA** 自来水笔和圆珠笔
LAMY PERSONA Fountain-pen and ball-point pen
客户 C. 约瑟夫·拉米制笔公司, 德国, 1990
Client: C. Josef Lamy GmbH, Germany, 1990

8. **ECLIPSE** 公共空间高低压照明系统装置
ECLIPSE System of lighting fixtures
客户 Erco 照明技术公司, 德国, 1986
Client: Erco Leuchten GmbH, Germany, 1986

9. **QUADERNO** 便携式个人电脑
QUADERNO Portable personal computer
客户 奥里维蒂公司, 意大利, 1992
Client: Ing. C. Olivetti Spa, Italy, 1992





美国(艾柯)设计顾问公司

EC CO Design



ECCO Design, USA

2

美国 ECCO DESIGN (艾柯) 设计顾问公司是一家蜚声国际的产品设计公司, 多次荣获国际性的设计奖项。其中包括美国 ID 杂志“年度设计回顾奖”, 美国工业设计师协会 (IDSA) 银奖、铜奖, 德国“90 年代设计改革”最高荣誉奖, 美国商业周刊“最佳美国产品设计奖”等。ECCO DESIGN 的部分设计还永久收藏在美国、英国、法国和以色列等国家的设计博物馆中。ECCO DESIGN 所从事的产品设计范围包括通讯、电子、医疗、文仪、厨具、美容、日用品、公共家具和街头设施多方面。其用户包括国际最著名的企业如摩托罗拉公司、Herman Miller 公司、Johnson & Johnson、Bausch & Lomb、高露洁公司、韩国 LG 及德国、瑞士、以色列、台湾等大批客户。ECCO DESIGN 设计顾问公司位于纽约第 19 街, 目前共有十名成员, 其中设计师六名。其规模虽然小巧, 但多次夺得多项国际设计大奖, 引人注目。该公司设计总监 Eric Chan 为美籍华人, 其中国文化的背景往往使他的产品设计既流露出东方哲学的底蕴, 又融合着西方文化和市场导向意识。ECCO DESIGN 的独特风格, 对国际产品市场具备前瞻性影响。

ECCO DESIGN 设计风格所具有的独特造型和线条美感使其在国际设计界脱颖而出。重视产品与人的关系是 ECCO DESIGN 的设计理念。其强调产品应产生一种为人感到亲近而非抗拒的特点。人和产品, 是一个用者和被用者、主动和被动的关系。但是, 这种关系往往受着社会环境、供求关系和教育素质等因素的影响。在一个物质贫乏、求大于供的社会环境中, 用者只能是不情愿的、被动的使用产品。随着社会的进步, 物质的丰富, 教育和文明的提高, 消费者对产品会有越来越多的诉求。这些诉求的呼声, 逐渐形成市场的共鸣, 形成了新市场的潮流。产品只有不断改革求进, 才能在市场经济的大潮中, 汰弱淘强, 适者生存。ECCO DESIGN 正是在这一理念指导下, 着力体现和顺应消费者诉求的呼声, 导引和注释人和产品更新关系的责任, 创新产品形象, 开拓产品新潮流之先河。

ECCO Design Inc, a New York based consultant firm, offering industrial design services to clients in the U.S. and abroad.

ECCO is a team of dynamic and creative designers and professionals, sensitive to changing technologies, life styles and markets. They are fully aware of and respect the constraints involved in the development and marketing of a product, and their commitment is to the unique aesthetic and functional qualities of design. ECCO works closely with resources related to design, including engineering, human factors, research and prototype production.

As designers group, ECCO challenge itself to utilize today's technology to create products that bring harmony between man, nature and society. They are most interested in translating complicated technology into friendly and understandable products for users. Their desire is to create products that are simple, tactile and sensitive to people's needs beyond functions.

Their experience has been in the design and development of products in the areas of consumer electronics, telecommunications, computers, medical equipment, consumer products and packaging. They are capable of taking a project from concept through production. They have worked with many national and international clients including Herman Miller, Colgate, Johnson & Johnson and Bausch & Lomb. ECCO has won a lots of international design awards since 1987.

1. LG电子公司GSM移动电话 / The new LG GSM Cellular

Phone

客户 LG电子公司, 韩国 Client LG Electronics, Korea

新的LG GSM移动电话有着柔软、曲面和渐变的造型。前部造型与人脸很贴切,而后部则与手掌融为一体。其卓越的创意设计和工程设计塑造了亲和有机的形态。

The new LG GSM Cellular Phone has soft, curved surfaces and tapered edges which make it extremely comfortable to hold and to wear.

2. Everex Freestyle 手持PC / The Everex Freestyle Palm PC

客户 Everex公司, 台湾 Client Everex, Taiwan

Everex公司的Everex Freestyle是一种手持式PC,它将PC的许多特性组合为小巧可佩戴的产品方式。在设计上,人机化造型所具有的低窄腰线使其适合手掌把握,拇指的凹形槽更有助于准确的抓握姿势。双色金属外壳增加了造型曲线的幽雅和线条。该产品崭新而独特的外形更加引人注目。

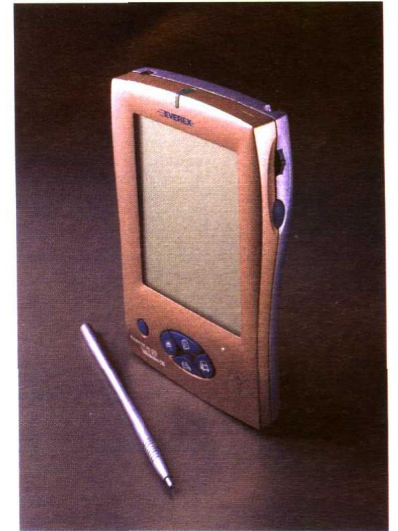
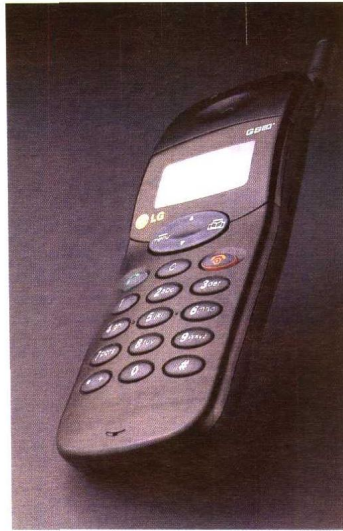
The Everex Freestyle is a Palm PC that combines many new features into a small wearable format. The ergonomic form has a narrow lower waist to better fit into the palm and a thumb scoop provides additional help in registering a correct grip.

3. LG Phenom Express 掌上电脑 / The LG Phenom Express

HPC

客户 LG电子公司, 韩国 Client LG Electronics, Korea

LG Phenom Express掌上电脑是一种新的HPC系列。它具有彩色显示屏,56K内置调制解调器和全尺寸的键盘。由于触摸软键和金属外观效果的设计提高了该产品的视觉和触觉质量,具有鲜明的特色。





4. Grip'Ems 儿童牙刷 / The Grip'Ems toothbrushes

客户: 高露洁公司, 美国 / Client: Colgate, USA

高露洁“Grip'Ems”牙刷使儿童在刷牙的同时感到乐趣。超大的橡胶手柄容易抓握又需要一些力度。环绕手柄浮雕图案不仅具有装饰效果,也增强了抓握性。该产品发布于1998年。