

IDÉE



永续生活 LIFECYCLING

林叶 袁璟 译

家的创想物语
The Story of 16 Inspiring Homes



GUANGXI NORMAL UNIVERSITY PRESS
广西师范大学出版社

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On the occasion of publication of “LIFECYCLING Chinese Edition”

IDÉE Co., Ltd. is a part of Ryohin Keikaku Co., Ltd. that operates Muji. Both of the companies were established in Japan in the 1980s and have made a significant impact on the Japanese lifestyle and designs. Exploring “a tasteful way of life” and “aesthetic of life” from the very beginning of the establishments, the two companies have continuously presented their belief that people should have their own way of life, being not influenced by general marketing strategies.

Muji has pursued basics of life and universality, depersonalizing its products as much as possible to accentuate users’ personalities. On the other hand, IDÉE has suggested its customers brighten up their lives in their way with a sense of curiosity, liking and adventurous spirit.

“LIFECYCLING” is also a part of such projects conducted by IDÉE.

In the middle of this abundant era, what kind of products would you like to live with?

When you buy a sofa or a set of dishware, for example, we believe it is quite important that you feel you are going to “live with” the things you buy. You should choose what to buy with unclouded eyes, being affected not by its reputation or upscale image, but by its comfort or convincing background. We hope your style of living will be created by the accumulation of such decisions.

A table to enjoy meals with your family or friend, a sofa to unwind yourself with a cup of tea, a bed to drop into peaceful sleep at the end of a long day –true affluence lies within such simple things in everyday life.

If you look at the world, however, the rapid globalization rushes people to a uniformed society. This is why we reconsider what we are standing on and reaffirm our love of localized ways of life that have been established by our predecessors’ wisdom and creativity to achieve better life.

Now Muji is reevaluating wisdom and arts of living around the world through “Found Muji” project, while IDÉE is engaged in an activity to find out primitive folk art across the globe.

“LIFECYCLING” is a documentary that shows the habitats of people who live their lives with much love and firm convictions of style. As well as numerous impressive pictures capturing their interior decors and furnishings, their jobs and lifestyles are depicted vividly in the interviews. If our book could provide tips and ideas to make your life even more quality and fulfilled, it would be a great pleasure for us.

We do believe that each turn of the page will stimulate your creativity with extraordinary stories and photos of people who cherish their own way of life, aesthetic tastes and feelings.

Masaaki Kanai
President & Representative Director
Ryohin Keikaku Co., Ltd.

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INTRODUCTION

每一个，有故事的生活

身处纷繁满溢的“事”与“物”中，
如今我们应该选择什么、珍视什么来度过每一天呢——
网络杂志 *LIFECYCLING* 由 IDÉE 创办编辑，
介绍那些每天对生活倾注情感与执著的人和他们的住所，
是生活的纪录片。

从他们的室内装饰到工作生活，
及他们生活方式所体现的人生观，
以各种角度切入的访谈及丰富多彩的画面呈现。
从中传达的态度和创意希望能让读者实践为自己更充实的生活。

这些人，对于生活中蕴藏的审美意识、
选择物件的审美眼光极为珍视，
并自在地生活着。
相信每翻过一页，都能激发你创造性的灵感。

“LIFECYCLING”

LIFECYCLING by IDÉE is a series of live documentaries showcasing the homes of people whose day-to-day lives reflect an affection and dedication to the things they hold most dear. Interviews that approach their subjects from a variety of angles combine with comprehensive, compelling visuals to offer ideas for viewers looking to design their own more fulfilling lifestyles. Guaranteed creative inspiration on every page.

<http://www.ideelifecycling.com>





CHAPTER ONE. 洛杉矶

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02 / 希瑟·莱文 *Heather Levine*

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04 / 八木 保 *Tamotsu Yagi*



01

拉里·谢弗

Larry Schaffer

OK Store 店主

洛杉矶、加利福尼亚







谢弗藏书丰富，最近在起居室新添了由“Tortoise”的店主筱本拓宏设计的书架。“书架的高度恰如其分地对应着空间的几何美感，但最吸引我的是它与辛德勒式的设计完全不同之处。”