

簡介

什麼是設計？什麼是產品(工業)設計？是繪畫、工藝？還是科技？產品(工業)設計師是誰？他們怎樣工作？

我們這次展覽邀請了十六組產品(工業)設計團隊，通過他們的作品和大家分享其看法、理念、經驗和創作方法。

無論答案和見解如何不一樣，此間的设计師都相信設計源於生活。人的需求和相關活動往往帶動了產品(工業)設計的發展。

倘如此，人是設計的驅動者。也因此，常人都可以是設計者。麥雅端「習」設計自「兒時」始，可算是「自學」。她選用普通材料，並以雙手親自製作設計而無需配搭高科技。她幾乎示範了人人都可當設計師的可行性，也讓人看到一些有意義的產品是可以如何簡單和直接地去反響生活。

設計的領域隨著人類社會的發展變得繁複、多樣化。要解決現今的設計難題，設計人員須擁有多方面的知識和才能。產品設計要從多角度去探討問題。從這展覽中的展品分析，加上設計作者的解述，我們得悉：作品的設計元素可包括來自美學、人文學、人類學、社會學、工程科技學等等學科。在這裏，十六組設計師都施行著一個把各元素「協調」和「整合」的重要工序。

在較具規模的機構內，跨學科的人才團隊，更代替了個人的單打獨鬥。因此，設計團隊便須由多方面的人才組成。我們此間堅持這信念的例子有：香港飛利浦設計中心；創科實業有限公司的產品開發組(亞洲國際概念中心)等。

優良的設計有賴設計者對生活的感受、體驗，以致對用者的感覺、瞭解、體會和關懷。這不單是理念上的考慮、也是設計上的邏輯思考。我們此間的设计師因此策劃獨特設計方法。例如梁町便正在嘗試使設計變得更環保，方法是讓用者在產品開發的初階段便可發揮選擇權，而不是止於購買時的一刻。目的之一，是希望減少浪費。

無論如何，好的產品(工業)設計使人的生活更舒適、工作更暢順。香港的業界工作者，即常把這理念作為其事業上的追求目標。於此，他們不但參與了提升人的生活素質，也令工商業蒙受其利。香港的工業界早在上世紀六十年代開始就已經利用了產品(工業)設計來參與商業競爭。但開始時這專業常只被用作美化和修飾產品外觀的工具。稍後，企業家們對其深入的解讀是人們可以用它來增加產品的附加值。如今，產品(工業)設計已是一門被應用於策略層次的學科，以引領產品和系統的創新發展。

林衍堂
客席策展人

Introduction

What is design? What is product (industrial) design? Is it drawing, crafting, or is it technology? Who are the product (industrial) designers? How do they work?

We have invited 16 teams of product (industrial) designers to participate in this exhibition. Through their works we are able to share their perspectives, ideals, experience and creative methods.

Despite different views and opinion, these designers all believe that designs originate from living. Human needs and desires and their relevant activities often motivate the development of product (industrial) design.

As such, humans are in fact the driving force behind design. And because it is so, then even an average person could be a designer. Prudence MAK is a self-taught designer who started to “practise” designing since a child. She worked with ordinary materials, and created her designs with bare hands instead of relying on high technology. She demonstrated the feasibility for everybody to become a designer. Moreover, she proved how certain meaningful products could echo living in some simple and straight-forward ways.

The design domain has become more complicated and diversified as society progresses. To solve some of today’s design dilemmas, designers have to possess knowledge and intellectual abilities in various aspects. Product design has to explore problems of different perspectives. Learning from the analysis of works in this exhibition, as well as the designers’ explanations, we appreciate that the design elements of a product design could closely relate to subjects areas in such as aesthetics, humanities, anthropology, sociology, engineering and technology, etc. These 16 teams of designers are all carrying out an important process of co-ordination and integration to many of the elements.

In a sizable organization, teams of cross-disciplinary talents have even replaced individual struggles. Therefore, it is suggested that design teams should be made up of talents from different fields. Here, our examples including Philips Design, HK, and Product Development Team (Concept Centre International) of Techtronic Industries Co Ltd. argue for the point.

Outstanding designs hinge on designer’s life experience, and more importantly his/ her feeling, understanding, appreciation and care about the end users. This is not just a consideration of an ideal but also a reflection over design logic. Some of our designers therefore devised unique methodology for design to improve situations. For instance, Benny Ding LEONG is trying to work on more eco-sustainable designs. The method is to allow the end users to make choices in the early stage of product development rather than at the moment of purchase. One of the key objectives has been to reduce wastage for eco-sustainability.

Nonetheless, a good product (industrial) design makes life more comfortable and work, more effectively and efficiently. This aim has become the ultimate career goal amongst professionals in the design industry. They have not only contributed to improving mankind's quality of living, the industrial and commercial sectors have greatly benefited from it at the same time. From as early as the 1960s, the Hong Kong industries have already begun using product (industrial) design to compete in commercial sector. But the design profession was often deemed as a mere tool of aesthetic improvement and cosmetic change in product appearance. It was not until later that entrepreneurs had a deeper interpretation and applied design to add value to the product. Today, product (industrial) design is a subject of strategic application to guide creative development of products and systems.

Yanta Lam
Guest Curator

序言

在日常生活中，我們習以為常所用的物品，都是經過設計生產下來的，這些物品為我們的現代生活帶來各種方便；然而，不是每件物品都設計優良及廣受市場歡迎。今時今日一件設計優良的產品，不但要兼具實際功能及獨特外型，還須傳遞重要的訊息，以迎合瞬息萬變的市場需要。一位出色的產品設計師，在開發、生產及推展每項嶄新產品之先，須考慮到創新科技、生產技術、經濟環境、社會需求、顧客消費模式、潮流發展，以至良好的市場策略和對業務的敏銳觸覺等層面。這些元素都影響著產品設計的路向，以讓其可以持續創新發展。產品設計無疑在塑造我們的生活方面起著重要作用，世代不斷地為我們締造更理想的生活模式。

「產品·設計·生活」展覽是香港設計系列的第四個延續，希望藉此探討產品設計如何為我們締造優質生活。本展覽邀請了理工大學設計系林衍堂教授擔任客席策展人，聯同多位本地著名產品設計師、新晉產品設計師及產品設計公司，展示其成功產品及實驗性的概念設計，展現產品設計如何提昇我們生活質素，讓身處廿一世紀的我們享受更悠然舒暢的生活。展覽除了展示優秀的產品外，將輔以參展設計師及設計單位的设计概念草圖、訪問錄像等資料，讓觀眾可在音效配合及舒適的環境內，瞭解這些產品的意念緣由和創作過程，並從中探視各設計師及單位的超凡創意。

這個具創新性的展覽是香港文化博物館首辦的同類型展覽。展覽得以順利完成，實有賴客席策展人的構思概念和傾力協助；與及各設計師及設計單位的無比創意，在此謹表謝意。

陳李淑儀
館長(藝術)
香港文化博物館

Preface

All the objects that we used in our daily life and which we always take for granted have been in one way or another designed and produced; thus providing us with all the conveniences of modern living. However not all of them are necessarily well designed and successfully marketed. Nowadays a well designed product is not only characterized by its practical usage and physical form; it also has to convey something more meaningful in order to be competitive in the volatile consumer market. A good product designer has to take into consideration the technological innovation, production skill, economic conditions, society needs, consumer habits, latest trends of development; as well as a good marketing strategy and a sharp business sense before creating, producing and launching a new product. All these factors influence the direction of design and thus give rise to constant innovative changes. We could say products in a way have played a significant role in shaping the way we live and thus creating a new life style for us from generation to generation.

“Better Living – Product Design Contributes” is the fourth exhibition in the Hong Kong Design Series, attempting to explore how product design contributes to the betterment of our life. With Professor Yanta Lam of the Hong Kong Polytechnic University serving as the guest curator, this exhibition showcases successful cases and experimental projects by both renowned and up-and-coming product designers/design companies, illustrating how product design can improve our standard of living and make our life more pleasurable in the 21st century. Covering the design process from the conceptual stage to the finished product with lively illustration, personal interviews, music enhancement and comfortable ambience, the exhibits offer visitors a glimpse into the inventive thinking of the creative team.

This innovative presentation of local products is the first of its kind to be held in the Hong Kong Heritage Museum. Thanks to the conceptualization and dedication of our guest curator; and the creativity of our participating designers/design companies, without which the project would not be realized.

Judy Chan
Curator (Art)
Hong Kong Heritage Museum