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# design

設計

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中英國際版

## 食設計

料理×擺盤×空間的設計思考



## FOOD DESIGN

4大名廚世界觀 Gastón Acurio、Jamie Oliver、Masimmo Bottura、江振誠

Bompas &amp; Parr超獵奇食物展演／慢食季節感 不浪費的台灣味／台灣設計展 創客精造在宜蘭

Tom Dixon貝斯手設計哲學／英國皇家藝術學院最新熱門科系／杭州設計之旅

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## JIA 就是「家」。

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華人設計中有很多對於歷史、哲學的省思，讓華人或東亞設計有別於世界上其他的設計。——洪忠權

There's a lot of reflection on history and philosophy in huaren design, and I think this reflection on the past is something that sets huaren or East Asian design apart from design from other parts of the world. — Spencer Hung



品香 AROMA  
廣香爐 Aureole Cold Air Diffuser

從《石匱記》女媧鍊五色石補天故事起點，以懸垂的鑲嵌、透過玻璃球與大理石柱與材質的結合，書寫天圓地方、圓缺互補的詩意，一如在無境穹蒼的五行世界中靜觀香的靈動。自有物外之趣。The legend has it that in Chinese mythology Niwa is the guardian of Heaven and Earth, hand-crafted mankind from clay. "JIA Aroma Aureole Cold Air Diffuser" is derived from this beautiful ancient fable. The essential oil is extracted from the plants that grow on the planet and disperses all natural aroma that flows all around and lingers between heaven and earth.

# What Does He Say About Design

## 關於華人設計 他這樣說

WORDS & PHOTOS: designperspectives.org, JIA Inc./EDITED: Fran Hsiao

JIA的設計始終為華人消費者著想，品牌故事與各產品背後的故事，都源自華人文化、歷史與哲學。但洪忠權表示，JIA的設計團隊仍會在產品上保留足夠的彈性，確保能吸引國際消費者的目光。「我們其實不只針對華人消費者，因為在現代居家廚房裡，東方與西方文化早已相互影響。」洪忠權補充道。

以JIA的代表作「蒸鍋蒸籠」為例，蒸氣技巧絕非華人首創，但希望這個蒸鍋蒸籠，能讓世界各地體驗中國式的蒸氣。「我們一開始聚焦在概念與故事本身，接著找出適合的產品或工具傳遞此哲學與故事。我們的產品設計是一個媒介，讓我們能夠向世界傳遞華人的故事。」

洪忠權發現，現今來自華人圈的設計開始受到矚目。亞洲的設計產業生氣盎然，且蘊藏著許多新機會，讓年輕設計師能發掘新想法與獲得曝光。他們懷有設計天賦，也獲得政府財務上的援助。不過，他提醒隨著設計世界擴張與在亞洲市場的消費者意識到設計的重要性，設計師彼此也更加競爭。

他說設計師必須非常了解自己，著名的設計師能讓人記憶猶新，也能讓人思考更深的層面。「大家一看到他們的設計，就能立刻聯想到他們的名字，不過也不需要盲目跟隨，或是想要成為下一個明日之星。像是掌控與降低成本這件重要的事，不是每個設計師都會做，但這或許是你的強項。我想表達的是，在不同的領域、用不同的方式，各方設計師都能走出專屬自己的成功道路。」

All of JIA's products are designed with the Chinese-speaking (huaren) customer in mind, Hung says. "The story of our brand, and the story behind every product, is derived from Chinese culture, history, or philosophy, so naturally, we have to make sure it works for the Chinese-speaking customer or within the Chinese-speaking market." However, the JIA design team also try hard to leave enough space, or "elasticity," in the function of a product to ensure international consumers will pay attention to it. "We're not just focusing on the Chinese-speaking customer because in modern home cooking there's already a lot of influence from both the East and the West," he says.

Hung uses Steamer Set, which is the brand's most iconic products, as an example. While steaming in and of itself is by no means a uniquely Chinese invention, "we hope this product will allow the rest of the world to experience Chinese-style steaming as an everyday method of cooking," he explains. "We start with concepts or stories first, and then we look at what kinds of tools we can translate that philosophy or that story into. Our product design is a medium that allows us to tell Chinese stories to the rest of the world."

Today, the world is paying more attention to design [from the Greater China region], Hung notes. Asia, he says, has a vibrant design industry with growing opportunities for young designers to explore new ideas and get exposure. These designers have the talent, and they also have financial aid from the government. "It's a really good time to be a designer in Asia," he enthuses. However, he cautions, as the design world grows bigger, and as consumers in the Asian market become more aware of the importance of design, the competition between designers grows.

To stand out in this new design industry, designers need to "know themselves very well." Celebrated designers have something that stays in people's minds, something that people can connect with on a deeper level. "There's a direct connection between their name and the way that they design. However, I don't think everybody should model themselves [on a particular designer] or want to be the next superstar designer. You could be great at reducing costs. That's something not every designer can do, but it's a very important skill."



### 洪忠權 Spencer Hung

JIA Inc. 品家家居產品設計經理，曾經在北美從事設計與在台灣擔任產品設計經理，跨文化的創意教育背景與工作經驗，讓他對於華人市場設計有獨特的見解。他與眾多國際知名的設計師攜手完成JIA的諸多專案，並且負責管理JIA的設計團隊，執行諸多國際大廠品牌設計專案。

Spencer Hung is Product Design Manager at JIA Inc. in Taipei. Having spent time as a designer in North America and as a product design manager in Taiwan, Hung's cross-cultural experiences give him a unique view on design. Now he has worked with many globally respected designers on various JIA Inc. projects and is managing a team of in-house designers that are also designing for other internationally recognized brands.