

interiors_style_architecture_design

PERSPECTIVE

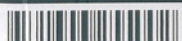
透視

november 07

八周年特別號
8TH ANNIVERSARY SPECIAL

FEATURING GUEST EDITOR 特別邀請 MICHAEL YOUNG 主編
INTERVIEW 星級設計訪談錄 · ALAN CHAN / JAIME HAYON / KARIM RASHID
MARCEL WANDERS / ROSS LOVEGROVE

HK\$35
US\$16.50
EURO13.65



New Guy on the Block

In recent years, a growing number of designers and design companies have chosen to make Hong Kong their creative base. One of the most recent is Danny Fang, a young Dutch designer who made a transcontinental leap from Amsterdam to set up his own studio in Hong Kong. "As an industrial designer it is exciting to become part of the most important production lung in the world," says Fang.



近年不少海外設計師及設計公司選擇在香港成立他們的創作大本營，最近一位是來自荷蘭阿姆斯特丹的新晉設計師Danny Fang。提到他越洋來香港設立新基地，他道：「作為工業設計師，能夠來到全世界最重要的製造中心，我感到十分高興。」

他續道：「過去我曾經試過以歐洲為基地，將產品設計的開發及生產程序移師亞洲進行，我發現即使現在通訊設備很先進，因為地域上的距離，要這樣遙控也並不容易，更要解決文化上的差距。既然我要在亞洲佔一席位，就一定要來香港發展，因香港位於中心位置，這兒的文化亦最適合我。」

Danny是1998年荷蘭埃因霍溫設計學院的畢業生，曾經當過自由業設計師，期間為Fair Trade及Young Designers and Industry等機構工作過，2001年加入Marcel Wanders事務所直至來香港發展之前。過去六年他參與過大量的設計項目，自己的一套設計風格慢慢開始成形。他道：「我喜歡實用、易理解和具啟發性的東西。我會去探望客人，走到他們的工廠去實地研究製造方法，跟他們的工程師及工人溝通，解決生產方面的疑難。」

他自立門戶創辦「方」品牌之後第一件出品是Matryoshka Chair，靈感來自俄羅斯子母娃娃的一套傢具。全套有兩張椅及兩張小桌（可當凳子），每件都超級輕身，用上高科技的輕巧物料製造，概念及外型卻源自古老的傳統民間工藝。他道：「我想用作品說一些小故事，同時兼顧男人特別注重的高科技及女性喜愛的細膩觸覺。」

查詢Fang Studio Ltd (Hong Kong) 詳情可致電3188 8121或電郵至info@fangstudio.com



"In the past I worked on projects where we did development and manufacturing in Asia, but guided the projects from Europe. I realised that even with modern communications, the cultural and physical distances were too big to bridge. So I decided that if I wanted to play a role in Asia, I had to be in Hong Kong, a centrally located hub and the best cultural fit for me."

A 1998 graduate of the Design Academy of Eindhoven, Fang worked as a freelance designer, taking on projects for Fair Trade and Young Designers and Industry, before joining Marcel Wanders Studio in 2001. During his participation in numerous projects, he evolved his own practical design approach. "I enjoy creating concepts that are useful, comprehensible and inspiring," he says.

"I love going to my clients and their factories to make ideas happen, and working alongside their engineers and factory workers to solve problems."

His first design under the Fang Studio label, the 'Matryoshka Chair', was recently launched. It is a lightweight outdoor furniture set consisting of two chairs and two side-tables/stools. As its name suggests, the work was inspired by Matryoshka dolls, combining high-tech materials with traditional handcrafted forms. "I like to tell little stories with my work and I try to find a good balance between 'male technology' and 'female sensitivity'," Fang remarks.

For more information on Fang Studio Ltd (Hong Kong), ring 3188 8121 or email info@fangstudio.com.