

### 「產品·設計·生活」展覽

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，此間的設計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。

設計的領域隨着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着一個把各元素「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。我們此間的設計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

鳴謝：資料來自香港大學教育資助委員會研究資助局資助項目 PolyU 5237/02H - BQ629

### "Better Living — Product Design Contributes" Exhibition

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

We invited 16 teams of product designers to participate in this exhibition. Through their works we are able to share their perspectives, ideologies, experiences and creative methods.

Regardless of the individual views and approaches taken by these designers, they all believe that design originates from 'life' and 'livelihood'. Everyday needs and related activities often drive the development of product design.

Human beings and their simple, daily livelihood are in fact the driving force behind design. As such, even someone without a formal design education or professional design training could be a brilliant designer. Prudence MAK is an example of such a self-taught designer who started to 'practise' design since childhood. She worked with ordinary materials, and created her designs with her own bare hands without employing cutting-edge technology. She is the very embodiment of the notion that everyone can be a designer. Moreover, she demonstrated to us how meaningful products could resonate 'life' in simple and direct manners.

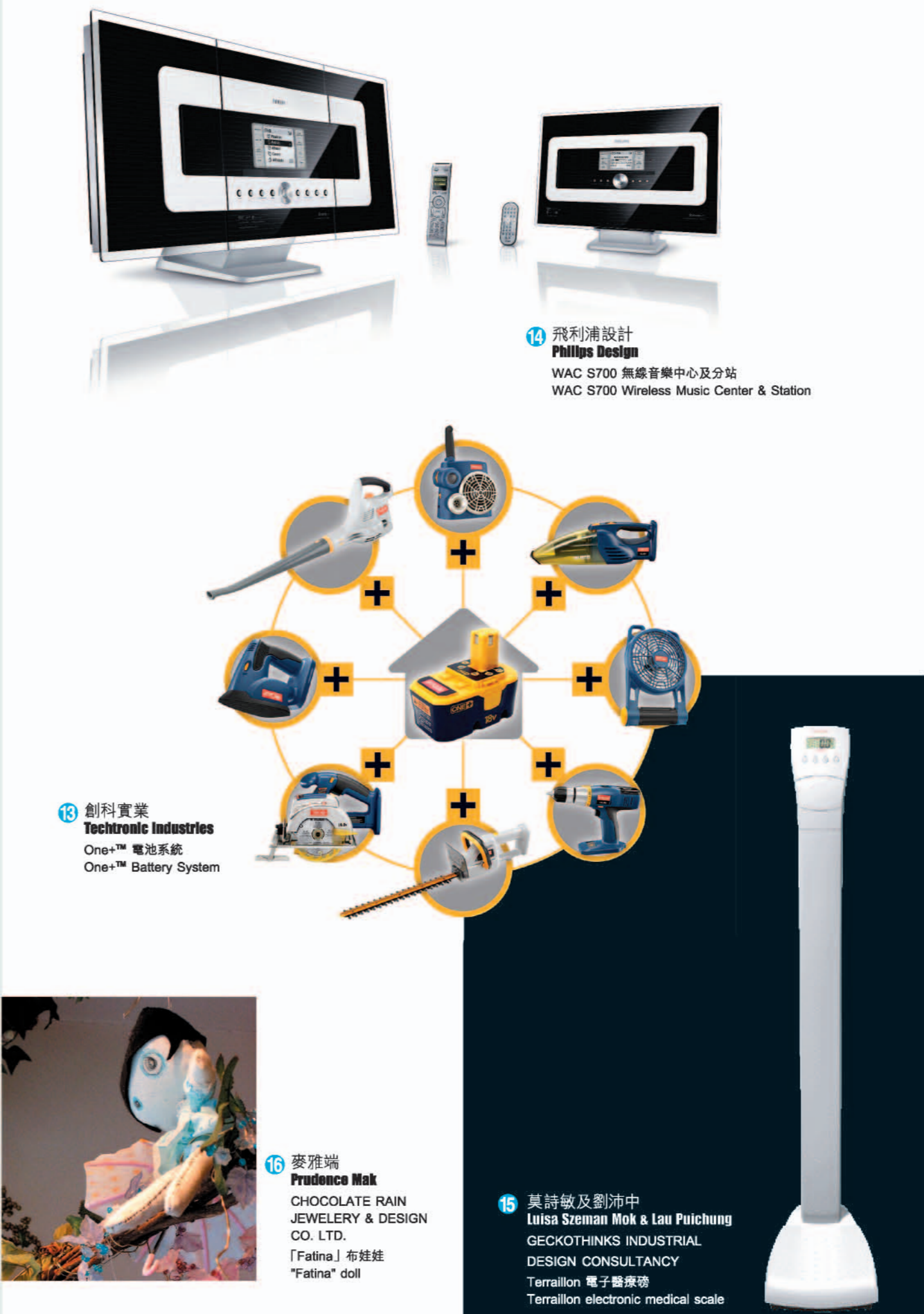
As our society progresses, the domain of Design has become diversified and complicated. To solve some of today's design dilemmas, designers have to possess knowledge and talents in a myriad of disciplines. A good product designer must explore design problems from different perspectives. From the present analyses of the exhibits and the accompanying explanations from the designers, we would appreciate that the design elements of a product could closely relate to knowledge areas such as aesthetics, humanities, anthropology, sociology, engineering, technology, and so on. Traversing these many realms, the 16 teams of designers are constantly and brilliantly exercising the critical procedure of balancing, harmonizing and integrating the various elements.

In more sizable organizations, teams of cross-disciplinary talents have replaced the traditional individual designers. Such teams should be made up of talents from disciplines as diverse as possible. Examples of such organizations include Philips Design HK, and the Product Development Team (Concept Centre International) of Techtronic Industries Co Ltd.

Outstanding designs draw from the designer's life experience, and also from his/her feeling, understanding, appreciation and care of the end users. This is not only a concern of ideology but also a reflection of design logic. Some of our designers therefore devised unique methodologies for design to improve certain 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 stage of product development, manufacturing and delivery rather than just at the moment of purchase. One of the key objectives has been to reduce wastage for eco-sustainability.

Nonetheless, a good product design makes life more comfortable and work more effective and efficient. This aim has become the ultimate career goal amongst professionals in the design industry. Not only have they contributed to improving mankind's quality of living, but the industrial and commercial sectors have also greatly benefited from their efforts. From as early as the 60s, Hong Kong's industries have already begun using product 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 the entrepreneurs had a deeper interpretation and managed to apply design to add value to their products. Today, product design is a discipline applied at the strategic level, acting as a guide to the creative development of products and systems alike.

Yanta Lam  
Guest Curator



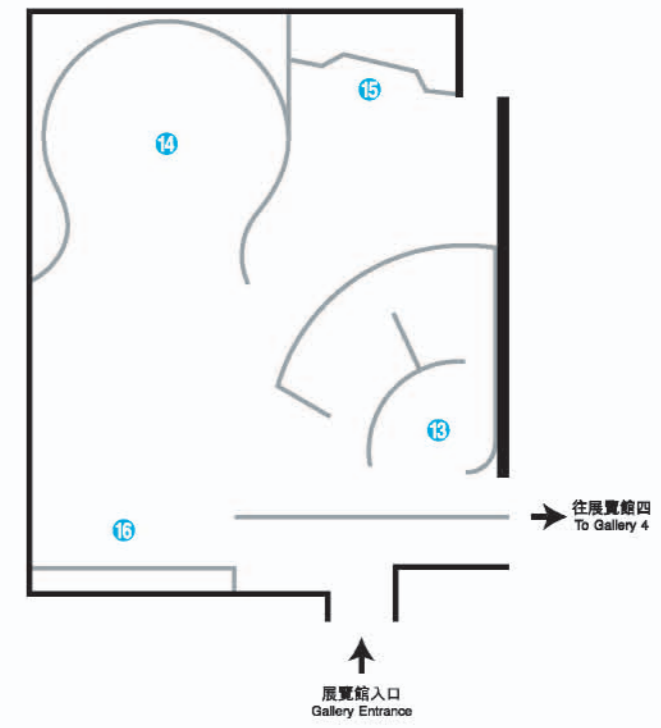
14 飛利浦設計  
Philips Design  
WAC S700 無線音樂中心及分站  
WAC S700 Wireless Music Center & Station

13 創科實業  
Techtronic Industries  
One+™ 電池系統  
One+™ Battery System

16 麥雅端  
Prudence Mak  
CHOCOLATE RAIN  
JEWELRY & DESIGN  
CO. LTD.  
「Fatina」布娃娃  
"Fatina" doll

15 莫詩敏及劉沛中  
Luisa Szeman Mok & Lau Puichung  
GECKOTHINKS INDUSTRIAL  
DESIGN CONSULTANCY  
Terrallion 電子醫療磅  
Terrallion electronic medical scale

### 一樓 專題展覽館三 1/ F Thematic Gallery 3



### 香港文化博物館 香港沙田文林路一號

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上午十時至下午六時  
星期日及公眾假期：  
上午十時至下午七時  
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及文字編撰：黃潔安  
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展覽設計：蘇作娟  
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### Hong Kong Heritage Museum 1 Man Lam Road, Sha Tin, Hong Kong

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Free admission on Wednesdays  
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香港設計系列四：  
產品·設計·生活  
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堃教授擔任客座策展人，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適的生活。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

Hong Kong Design Series IV :  
**Better Living - Product Design Contributes**  
Preface

All the objects that we used in our daily life and which we always take them 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 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



5 黃美瑜  
May Wong  
GEAR ATELIER LTD.  
仙人掌榨汁杯  
Cactus orange juicer

6 彭志江  
Winnif Pang  
WINNIF STUDIO LTD.  
動物手偶隔熱套  
Hand puppet mitt

8 毛沛畿及梁伯強  
Mo Mou & David Leung  
WHAT'S THAT PRODUCT DEVELOPMENT  
「水井」茶具組合  
"Well" tea set



9 利志榮  
Lee Chi Wing  
MILK DESIGN LTD.  
「禪」浴室系列  
"Zen" spa



12 梁町  
Benny Leung  
香港理工大學  
THE HK POLYTECHNIC UNIVERSITY  
「同」音樂播放機  
"Gather" digital music player



10 唐高隆  
Gabriel Tong  
TOTEX DESIGN LTD.  
萬能插頭組合  
Universal plug set



11 李宇軒及陳立恆  
Brian Lee & Denise Chan  
「白日」三座位坐床  
"Daydream" 3 seater sofa



7 葉智榮  
Alan Yip  
YIP DESIGN  
「壽司」計算機  
Flexical ("Sushi" calculator)



3 新興盛世有限公司  
SUNNING MILLENNIUM LTD.  
「保妥」光碟收藏盒  
"Pod" disc organizer



4 許宏業  
Patrick Hui  
PH MARKETING LTD.  
MP3收音機  
MP3 Radio



1 偉易達通訊設備有限公司  
Vtech Telecommunications Ltd.  
VMix 室內無線電話  
VMix cordless phone



2 金山工業(集團)有限公司  
Gold Peak Industries (Holdings) Ltd.  
GP 充電寶  
GP Power Bank

