

DREAM UP! 8x8 Intertextile Trend Concept Show

Planner:

SHEN LEI: Dreaan is Just Diversity

Home.focus.cn conducted an exclusive interview with Shen Lei, partner of Interior Architecture Design and chief exhibition planner of the Trend Concept Show.



【Home】 : Home.focus.cn

【SHEN】 : SHEN Lei

<http://m.focus.cn/home/news/434732?from=timeline&isappinstalled=0>

【Home】 :How many times have you been to Intertextile?

【SHEN】 :This is my second time to the exhibition. Last year I had a concept exhibition named Balance through cooperation with La Can Touch.

【Home】 : How did you start a relationship with this exhibition?

【SHEN】 : In fact, my style, my work and life all depend on my understanding of people. Many people feel that I have a sense of strong obligation, they are right. If someone is kind to me, he/she will get more kindness from me; if someone shows me indifference, he/she will be welcome with more indifference by me. Since getting to know Ms Wendy Wen and her team, I feel they are very interesting, and become familiar with them gradually, though we had not too much associations before knowing each other. Last year, I joined the symposium in France as a Chinese representative, which further enriches my understanding. I like sharing with others, sharing very interesting people and things around me with my good friends. So I think, we maybe can let more people participate in the event. Following the idea, this year's Dream Up 8×8 exhibition is offered.

【Home】 :You are the planner of the Trend Concept Show. Have you ever been a planner of other exhibitions?

【SHEN】 :In fact I am a layman completely. I did not do anything like this, as it is more trivial. Fortunately I have a good team to share many trifles. I am one who can give ideas but must be supported with idea executors, including the period when I was a magazine's editor in chief. We can do something with so good opportunities and at such a good age, so why not?

【Home】 :Have you thought to play more exhibition planner roles after this case?

【SHEN】 :I will not. I feel when a thing is done, forgetting it is better. Maybe I am not so clear. If it is necessary to be a planner once again, it must be a different type. For the same type, only once. I feel experiencing once is enough for a type.

【Home】 : The theme is "Dream Up " this year. What kind of dream do you hope to deliver in the Trend Concept Show?

【SHEN】 : In the meeting (when we were in France), there was a very good, very interesting discussion, namely everyone should write out key words that he/she thought important, 10 key words each. We had seven to eight members in the meeting, so 70-80 key words would be given. The French had their own way of making a choice. By seeking common point, the word Dream Up was finally confirmed from all the key words. In fact, the

concept of Dream Up that I want to express is diversified, as I think China has been a focus of the world today, and more diversified designers or brand operators can make the world understand more. Each of us, the eight designers, has their own characteristics and dreams. We work together to make the diversity that I want to express.

【Home】 : In so limited space, what is the key point in expressing the theme?

【SHEN】 :As the exhibition planner this year, I feel I am the right one. I have nothing to worry about, as I have got eight partners with their own characteristics, their own traits, and their own abilities. Later we choose key words from those under the theme Dream Up, from which every designer drew lots to gain a key word for him/her to express in their own way. I feel one of the original intentions of this exhibition is uncertainty and diversity, maybe like dreams, from this to that one, totaling eight dreams, to constitute our whole exhibition. It will be something like in a grave-robbing space, layer by layer, real or illusive, you are even not clear upon your exit, maybe it is the purpose of the exhibition.

【Home】 :What kind of state do you hope it to present?

【SHEN】 : I make no presetting, as I feel others' experience is better than my words. So I feel it will be better for others to experience something on the spot. I just do one thing: organizing them together. I may just organise a group as the group head, when I want to choose partners, the partners should have their own characteristics, that's enough.

Home.focus.cn conducted an exclusive interview with Mr. CHU Poyang, design director of Hsuan Pin Design Consultants, Inc and one of the Trend Concept Show designers.

【Home】 : Home.focus.cn

【CHU】 : CHU Poyang



Chu Po Yang



<http://m.focus.cn/home/news/434839?from=timeline&isappinstalled=0>

【Home】 : How many times have you been to Intertextile?

【CHU】 : It is my first time to the exhibition.

【Home】 : Will you pay attention to yearly popular trends of home textiles?

【CHU】 : Attention is necessary, so as to understand internationally popular theme trends.

【Home】 : As one of the designers for the brand concept exhibition this year, what is your theme key word? How do you understand the key word upon your draw of it?

【CHU】 : My key word is 'Meeting by Chance', from which my intuition is "Event of Meeting — the Rational and the Perceptual ----"

【Home】 : What is your cooperative brand? What is characteristics of the brand as you think?

【CHU】 : La Can Touch, a brand that can give designers inspiration and has ardor.

【Home】 : How will you annotate this exhibition? Can you tell us your inspiration source generally?

【CHU】 : With the concept exhibition planning theme "Dream Up", my design idea focuses on the theme of dreams, encounters between the rational and the perceptual.....

【Home】 : In so limited space, what is the key point in expressing the theme as you think? What is your design thinking?

【CHU】 : I have extremely high interest in any concept exhibition of any theme. When teaching design in university, I guided students' creations on conceptual design expression and their study of design concepts. This concept exhibition is planned to express conceptual features of popular trends by combining brand characteristics, so the key point lies in association between visitors' sense of sight and consciousness, and in abstract and representation, like a formal expression of installation art.

>>> Quick Response

Q: How do you evaluate your designs?

A: Adhering to design concepts.

Q: On what part of your design works do you put the highest value?

A: Innovative and functional

Q: When starting a case, what will you get to know from the employer?

A: The employer's good faith, idea and taste

Q: Do you hope to be a focus of many people's attention?

A: Becoming a focus of attention is a natural process

Q: Do you have any favourite designer?

A: Many, so it is a case beyond favourite!

Q: Are you satisfied with your current state?

A: Yes.

Q: Where is the best place for you to think something?

A: I enjoy thinking whenever and wherever

Q: When off duty, what is your favourite thing?

A: Reading, travel

Q: What are your favourite readings?

A: Philosophy, literature

Q: If you were not a designer, what would be your occupation?

A: Artist

Q: What is your plan (project) in the following period? Do you have any project except for design?

A: Hotel, movie city, restaurant, club and exhibition hall, etc; All my plans, if not relating to project design, will be of design project.

Home.focus.cn conducted an exclusive interview with Ben WU, founder of W+S DESIGN GROUP and one of the Trend Concept Show designers.



Ben Wu



Brilliant & Refined
贝 茜 家 居

【Home】 : Home.focus.cn

【Ben】 : Ben WU

<http://www.focus.cn/news/home-2015-07-21/435532.html>

【Home】 : How many times have you been to Intertextile Shanghai Home Textiles?

【Ben】 : It is my third time..

【Home】 : What is your impression of Intertextile Shanghai Home Textiles?

【Ben】 : I have cooperated with Intertextile four times. The first might be in 2010, when Heimtextil invited nine Chinese designers to make original products and to exhibit their products in the same area, which was my first contact of Heimtextil.

My first cooperation with Wen Ting (温婷) , Senior General Manager of Messe Frankfurt (HK) Ltd was at the time when Nelly Rodi came to China. We delivered lectures together, and she invited me to attend meetings of their trends committee. Through the cooperation I helped Intertextile make the first trend design as a Chinese designer.

【Home】 : Will you pay attention to yearly popular trend?

【Ben】 : Of course. Personally, I am sensitive to trends and always pay attention to them. A building may exist for 100 years, but interior design may only last for 10 years, and soft decoration products may be 3-5 years. Judgment on trends may be more emphasised in interior design. Meanwhile, besides interior design, I also conduct product design, in which we always release a complete series of new products once every two years, and a few new products once every year. So it is a very important thing for us to pay attention to or forecast trends in the following two years every year.

【Home】 : You are one of the designers for this year's Trend Concept Show, and you have drawn the key word of "Picture". How do you understand the word?

【Ben】 : Just getting the key word, I felt it was not a favourite subject. Compared with the abstract and interesting key words such as "Meeting by Chance "and "Drama", etc, the topic "Picture" is more representational. If just expressing picture with picture, it will be too insipid.

【Home】 : What is your cooperative brand?

【Ben】 : The brand Brilliant & Refined under Shanghai Best Home Tex Trading Co., Ltd.

【Home】 : What is your impression of the brand?

【Ben】 : At the beginning of my cooperation with Brilliant & Refined, I found it was not so striking as other brands were, and I felt disappointed a little. Later, I experienced its strong advantages when tapping its strong points, namely powerful development and manufacturing capacity and custom-made service. Instantly I identified the highlight.

When preparing design, we made a product on the basis of the concept "Picture", very interesting.

【Home】 : How do you use "Picture" to annotate this exhibition?

【Ben】 : I made a concept of abstract ink and wash and used cloth to present the concept. Ink and wash maintains a dynamic, fluctuating and nihilistic state in corona dyeing, which suddenly made me feel that I could express a Western style with an Oriental philosophy. Finally I made a two-sided mirror-image projection, a dynamic state of ink and wash during corona dyeing. After metal treatment on the ground, it makes a reflection, so the concept that after *one* comes *two*, after two comes three, and after three come all things occurs. Through geometric figure alteration and piece-together, added with an abstract expression picture of ground reflection, oriental nihilism, paradox expression picture and illusion incorporated in dream, I match the theme "Dream Up".

【Home】 : It is very challenging to a designer's ability to express such a design idea in so limited space. What is the key in expressing a design idea in such a limited space? Generally how do you carry it out?

【Ben】 : In such a small space, expression skill becomes less important in fact, the importance is the idea. If the space has thought, it will show very strong tension by highlighting the thought with a very simple skill, even at a very small space.

》 》 》 Quick Response

Q: How about your recent state? Are you satisfied with it?

A: Very busy but happy.

Q: Do you want to be a manager or a design big shot in the future?

A: I will focus my efforts on design.

Q: What are the highest satisfaction and sense of loss your job as a designer has brought you?

A: My top satisfaction is: when you see presentation of a piece of works satisfying you, you will be joyful. I have not felt deep sense of loss from design yet.

Q: What is your design ideal?

A: To make a design different but conforming to life of people in present days.

Q: In the future, will you participate in any non-design projects except for interior design, product design and design exhibitions?

A: Naturally I am pleased to join explorations related to design in artistic activity and in some new commercial dissemination projects.

Q: Do you have any new project in progress?

A: We are busy with an auto exhibition hall. All from building to landscape to interior design will be completed by us.

Q: When the product will be ready for presentation?

A: It should be within about half a year.

DREAM UP! 8x8 Intertextile Trend Concept Show

Meng Ye: Exploring Wonder in Pandora's Box

Home.focus.cn conducted an exclusive interview with Meng Ye, design director of C & M creative space design firm and one of the Trend Concept Show designers.



Meng Ye

DESIGNERS GUILD

【Home】 : Home.focus.cn

【MENG】 : MENG Ye

<http://m.focus.cn/home/news/435133?from=timeline&isappinstalled=0>

【Home】 : Hello, Mr. Meng, how many times have been to Intertextile?

【MENG】 : This is the first.

【Home】 : What is your previous impression of the exhibition?

【MENG】 : I heard of the exhibition, but did not visit it. Many designers with whom I am familiar have been to the exhibition. So we knew something about the exhibition and paid attention to booths in the exhibition.

【Home】 : Will you pay attention to popular trends of home textiles? Will you apply it to your design scheme?

【MENG】 : All of us will pay attention to it, mainly from the Internet. Releases by some organisations or relevant information will be materials that we may draw on and think about in our schemes, as we work in the sector and we are aware of the background demands.

【Home】 : As one of the designers of the Trend Concept Show this year, what is your theme key word? How will you annotate this concept exhibition? Please tell us something about your inspiration and your design thinking source.

【MENG】 : The design key word for me is "Wonder ". Wonder, a physiological reaction from the heart. It firstly makes me think of my mood when receiving gifts during childhood time. We hope to open the box, probe gifts and enjoy joy and happiness.

My original concept "Pandora's Box ", good or evil, depends on change from the heart. Good gift may be evil from extravagant lust at the same time. The subject reminds people growing up of not changing from your childhood purity to excessive claims. When possession becomes natural, the wonder of purity disappears.....

On the premise of meeting requirements of this concept exhibition for colour application and structure law frame under the subject of "Wonder", combining the fabric for expression provided by my cooperative brand operator Designers Guild, with Pandora's Box, gift spreading device, claiming hands and expecting eyes as series representational and abstract forms, my design elaborates the wish concept of recalling childhood and seeking simple happiness.

【Home】 : What is your cooperative brand ? What is characteristics of the brand as you think?

【MENG】 : My cooperative brand is Designers Guild, which features new product R&D, incorporating new elements into new product. Its fabric range is extensive, from Egyptian kapok to Scotland flax, Swiss damask, non-woven fabric and other natural materials.

【Home】 : In so limited space, what is the key point in expressing the theme as you think?

【MENG】 : Needing visual influence and impact force, particularly in visual expression.

【Home】 : What is your recent project ? Can you introduce it to us?

【MENG】 : Over 90% of our projects are residences, all kinds of various private custom-made houses, high-end villas and high-end apartment residence projects.

【Home】 : How do you tap your design inspiration usually?

【MENG】 : Collection, reading. In fact, we can collect and tap inspirations whenever and whatever, including all things we have seen. From professionals to non-professionals, from nature to form, all can make us comprehend and become our design demands and elements in our own impression bank, so when you want to make a design, the materials you have accumulated will emerge naturally.

【Home】 : Thank you, Mr. Meng !

DREAM UP! 8x8 Intertextile Trend Concept Show

Kun Dai: To Annotate Surreal in Entanglement

Home.focus.cn conducted an exclusive interview with Kun Dai, executive president of Beijing Easy-Home Interior Design Co. Ltd and one of the Trend Concept Show designers.



Dai Kun



【Home】 : Home.focus.cn

【DAI】 : DAI Kun

<http://m.focus.cn/home/news/435198?from=timeline&isappinstalled=0>

【Home】 : Is this your first time to Intertextile?

【DAI】 : The second.

【Home】 : What's your impression of the exhibition?

【DAI】 : It is a professional one, and a home textiles and fabric exhibition representing international trends to some extent.

【Home】 : Do you pay attention to popular trends of home textiles?

【DAI】 : Sure. It is a particularly important part of our job. We will pay special attention.

【Home】 : How will you apply popular trends to your design scheme?

【DAI】 : First of all, we will make internal summarisation of trend direction two years in advance, then use the direction and our judgment to guide our product design and our new study of design direction, and continue relevant studies for one year or so before marketing our achievements. Generally our work is such a process.

【Home】 : As one of the designers for the Trend Concept Show this year, what is key word in your theme?

【DAI】 : Surreal.

【Home】 : How did you understand the key word when you drew it?

【DAI】 : Frankly speaking, it was very hard to understand. I am not the one who suggested the word, what I got is only the result from others, so personally I think I have to try hard to understand it. I hope you understand it through my works in the exhibition.

【Home】 : What is your cooperative brand in this exhibition?

【DAI】 : OF Series of Xinwang wallpaper.

【Home】 : Are you familiar with the brand? What are characteristics of the brand?

【DAI】 : OF Series have product design executed mainly by me in recent two to three years, so products in the series completely represent my and our team's judgment and study of popular trends.

【Home】 : How will you annotate this exhibition?

【DAI】 : I will try hard to combine our judgment of popular colour and patterns for next season with the theme specified to us by the sponsor.

【Home】 : Can you disclose your inspiration thinking and inspiration source to us generally?

【DAI】 : It is really hard to describe with words. Any description of colour and picture, particularly when they are abstract, is a hard job, not easy.

【Home】 : Can you talk about something of your general direction in the design thinking.

【DAI】 : "Surreal" is a theme considerably hard to understand. In view of direction, it is an expression particularly contradictory. Personally I am realistic in particular. It is really difficult for me to describe a topic about surreal. In addition, I want to fuse with the thinking next-season product, in which modernity and tradition will be very contradictory.

【Home】 : Have you participated in similar exhibitions?

【DAI】 : I paid a visit to a trend exhibition area last year, which was designed to show myself. In such an exhibition it is relatively easier, as I can express something in my own way. This year it is a topic-assigned composition, really difficult for me.

【Home】 : Facing such a topic-assigned composition, and in such limited space, what is the key point in expressing the theme?

【DAI】 : I feel the key point is that we all need to have a relaxed entertainment state of mind. It is obvious that cooperation with producers in such a manner is more entertainment oriented compared with a subject passively assigned to designers.

【Home】 : Do you work on any project recently?

【DAI】 : I am trying hard to do our own company's project. Recently I paid more attention to product design, which is in study at present. The other attention is about the exhibition, including our fabric arts design and new-season wallpaper design, which may be key in our efforts this time.

For design of our wallpaper related to the exhibition, we asked York Wallcoverings, the biggest wallpaper producer in US, for processing an order. In China, many agents sell York's wallpaper products, but more in low-cost wallpaper range. Those really representing York's process and characteristics do not win importance from the market.

Personally I think some of themes, their flowers and plants and design directions, are a return to the past, about 1930s, which will need some special wallpaper printing processes of York, older relatively, and not available domestically in terms of equipment. In order to keep the original flavour, we ask the US factory for production.

【Home】 : Will you input more energy in product design?

【DAI】 : Product design is one of our musts, but we did not spend enough energy in such works. We must make up for them in following days.

【Home】 : Do you have any idea to identify the best workmanship in the world from the angle of a designer, and combine it with your product design and apply it to your design cases?

【DAI】 : I feel, if an opportunity is available, we can express our own views as interior designers through products. Naturally a designer will require process and material as a whole to more match their imagination and inspiration source.

【Home】 : How do you tap design inspiration usually?

【DAI】 : It is of a particularly diversified way, and depends on different trend information, different popularity levels, and gallery exhibitions, movies, TV and all other aspects, as there is no definite path for judgment on popular trends. Different from mathematical questions with Step 1, 2 or 3 for an answer, design and trends come from an integrated process, sometimes partial to this direction, sometimes to that one.

【Home】 : What is your next plan?

【DAI】 : Making efforts to do a good job of the exhibition, so that you will not be disappointed when visiting my works in the exhibition.

Home.focus.cn conducted an exclusive interview with Lu Hongwei, Chairman of Beiyi Design Company and one of the Trend Concept Show designers.



Lu Hong Wei

Jean Paul
GAULTIER

【Home】 : Home.focus.cn

【LU】 : LU Hongwei

<http://m.focus.cn/home/news/435091?from=timeline&isappinstalled=0>

【Home】 : How many times have you been to Intertextile? What's your impression of the exhibition?

【LU】 : It is my first time to Intertextile, but I know some of the exhibition.

【Home】 Will you pay attention to popular trends of home textiles? Will you apply it to your design scheme?

【LU】 : It attracts my attention. Some brands I have served are relevant to home textiles. Visiting exhibitions is just as a chef roams about a vegetable marketplace. Correspondingly, in an exhibition people can draw any workable things.

【Home】 : As one of the designers for brand concept exhibition this year, your theme key word is "Experiment ". How do you understand the word?

【LU】 : I have the pleasure of being invited to the exhibition. "Experiment " is a word very interesting and full of many possibilities, and can make results with too many uncertainties. Trial is an action superimposing constantly, after which possibility may come. Test is against practice, and experiment makes experience. Concept is a lab, consciousness have chemical combination with thought in mind, and then possibility follows on.

【Home】 : How will you annotate this concept exhibition? Can you tell us some of your inspiration sources?

【LU】 : In view of this exhibition, I think it is not only a simple interpretation of brands, products and fabrics, but also a sponsor's attitude towards trend popularity. The Trend Concept Show itself is full of metaphysical expressions of certain spiritual orientation, the Dream Up theme means more possibilities for exhibition participants, which will leave creators and visitors more space for imagination and thinking. The "Experiment " creation inspiration comes from daily life, with a tissue box as an element symbol. Daily necessities are within our arm's reach, and topics of more possibilities.

【Home】 : What is your cooperative brand? What are characteristics of the brand in your mind?

【LU】 : The brand is famous French brand Jean Paul Gaultier under the agency of La Can Touch. Jean Paul Gaultier is a famous fashion designer. Gaultier's design is described as "horror", punk-type radical style, mix, opposition or disassembly, added with restructuring and many unique personal senses of humour. Gaultier fuses naughtiness, leisure and romance together, very particular, very individual, and very charming.

【Home】 : Have you ever participated in such an exhibition? In so limited space, what is the key point in expressing the theme as you think? What is your design thinking?

【LU】 : Such an exhibition is really special, different from all exhibitions that I have ever joined. It is really very interesting that everyone has to create on a specially designated topic in a specific space. The "Experiment" theme features symbol visual language (tissue box) as the cut-in point, focus on connection of formality and idea, visitors' touch of fabrics with action like drawing a piece of tissue, more partial to interaction between concept and action and visitors in specific space.

>>> Quick Response

Q: How do you evaluate yourself in a sentence?

A: I try hard to train and cultivate myself.

Q: On what part of your design works do you put the highest value?

A: Balance between commerce and art

Q: How to start project design?

A: Communication, understanding, exchange, meditation.

Q: Do you hope to be a focus of many people's attention?

A: Depends on when and where.

Q: Do you have any favourite designer?

A: Many.

Q: Where is the best place for you to think about something?

A: The place where I am free from thinking.

Q: After work, what is your favourite thing?

A: To be together with family and friends.

Q: What are your favourite readings?

A: Poems, literature.

Q: If you were not a designer, what would be your occupation?

A: Nothing but designer.

Q: What is your plan (project) in the future? Do you have any projects except for this?

A: Stores, office space and brand terminal system construction.

DREAM UP! 8x8 Intertextile Trend Concept Show

Zhong Song: To Annotate "Mind" from the Heart

Home.focus.cn conducted an exclusive interview with Zhong Song, founder of Beijing Zhongsong Landscape & Architectural Design Consultant Co., Ltd and of "All Nature" brand.

【Home】 : Home.focus.cn

【ZHONG】 : ZHONG Song



Zhong Song



<http://home.focus.cn/news/2015-07-22/435554.html>

【Home】 : How many times have been to Intertextile?

【ZHONG】 : It is my first time to participate Intertextile.

【Home】 : Will you apply popular trends to your design scheme?

【ZHONG】 : Of course. As we also conduct product design besides building design and interior design. Textile fabrics are relatively important in furniture design.

【Home】 : As one of the designers in the Trend Concept Show this year, what is your theme key word? How do you understand the key word?

【ZHONG】 : My theme key word is "Mind". I feel there should be certain correlation between my personal theme and the exhibition theme. In view of the whole exhibition planning, separate understanding of "Mind" will cause many different-angle annotations. However, in terms of overall planning of the exhibition, other themes exist, such as wonder, surreal, etc, which have certain internal correlation to each other. Of the themes, "Mind" focuses more on the exploration of interiority.

【Home】 : What is your cooperative brand this time?

【ZHONG】 : PT.

【Home】 : What do you think are the characteristics of the brand?

【ZHONG】 : At first I did not understand the brand well. Through cooperation in this exhibition I began to contact the brand. Later we read information on the brand, had a deep communication with its person-in-charge in China, which makes us understand each other. The British brand is vigorous, far-sighted in terms of market, and more forward-looking to the whole Chinese mainland market compared to other brands. It pays more attention to special studies of the Chinese market, including R&D of fabrics and products, and R&D of some special new Chinese-type products for the Chinese market.

【Home】 : How will you annotate this Trend Concept Show?

【ZHONG】 : Shen Lei as the chief exhibition planner gathers wisdom from all of us, and the exhibition is a very original one and at high level in terms of academic aspect and market, and a highly fused one. In view of surface it is a commercial exhibition, but gives some considerations to academic value too, making it greatly different from common commercial exhibitions, which is the value of the exhibition.

This concept exhibition is one with eight themes correlated with each other. My thinking is: compared with others' themes, my theme focuses more on interiority rather than external expression. Such thinking of interiority is lucky for me. The word "Mind" emerged very early in Chinese culture, and it is also a core concept in Chinese culture, including the Study of Mind by Wang Yangming, an ancient Chinese philosopher through development. Here the word "Mind" is not the heart mentioned physiologically, but a true intrinsic quality of man. So we understand the key word at the level of "Mind". Meanwhile, the understanding also contains some tolerance and consensus on "Mind" in other cultures.

【Home】 : Have you ever participated in similar exhibitions?

【ZHONG】 : Yes. I have participated in an exhibition with my works "One-room Residence".

【Home】 : In such limited space, what is the key point in expressing the theme?

【ZHONG】 : For an exhibition unit the theme can be great. I feel the key point lies in that you should use your expression approaches, material and language to embody what is invisible and intangible. Proper skill is the key for success of the whole exhibition.

【Home】 : What is your project recently? Can you introduce it to us?

【ZHONG】 : Our work is complicated. One of very important things we did in recent years is product brand R&D, brand incubation, product R&D and R&D of new business mode. Meanwhile, we also conduct traditional design service project, such as interior design of hotels, industrial park and catering center, etc.

【Home】 : How do you tap design inspiration usually?

【ZHONG】 : Tapping does not work, accumulation works. Keeping improving yourself is very important.

【Home】 : Now let's get back to the exhibition. Do you have any expectation for the Trend Concept Show?

【ZHONG】 : Talking about expectations, first, I hope this will be able to serve as an enlightenment to the participants or visitors, and to bring pleasure to others; second, we, participating designers, sponsors and brand operators, can get our own gains through the exhibition in regards to dissemination or enterprise enlightening and thinking. The exhibition will also be an opportunity of exchange and improvement for designers.

【Home】 : After this exhibition, what is your expectations of the next exhibition?

【ZHONG】 : Currently there are many commercial and non-commercial exhibitions. It is not easy for an exhibition to continue year after year, keep improving and win more cognition and reception of common people gradually. So adherence is a belief. For example, Intertextile changes different exhibition planners every year. Participation of different designers and combination with brands makes a very good foundation, I feel. However, the more important thing is to establish the core philosophy or value you advocate gradually through accumulation of the exhibitions, and to adhere to the practice very firmly, which is a very important value of an exhibition. As for contents, you can update them according to your philosophy and make them more and more decorous. In such a way the exhibition will become a valuable one.

DREAM UP! 8x8 Intertextile Trend Concept Show

Sun Yun: Drama is Refraction of Life

Home.focus.cn conducted an exclusive interview with Mr. Sun Yun, partner/design director of Interior Architecture Design, founder of Hyssop garment and accessory brand, and one of the Trend Concept Show designers.



Sun Yun

DEDAR
MILANO

【Home】 : Home.focus.cn

【SUN】 : SUN Yun

<http://m.focus.cn/home/news/434776?from=timeline&isappinstalled=0>

【Home】 : How many times have you been to Intertextile.

【SUN】 : My first time.

【Home】 : Will you pay attention to yearly popular trends of the home textiles exhibition?

【SUN】 : More or less .

【Home】 : This year you are one of the eight designers for Dream Up 8 × 8——DREAM UP! 8x8 Intertextile Trend Concept Show, and your key word is "Drama ", can you tell us how you understand the word?

【SUN】 : I graduated from Shanghai Breathe Academy majoring in drama. As it happens, I drew the key word of "drama". Drama is deep-rooted in my mind, so I think my draw of the key word is a matter for rejoicing. I can make it more interesting, to present the drama and conflict in fabrics.

【Home】 : What is your cooperative brand this time? What is characteristics of the brand as you think?

【SUN】 : My cooperative brand is LaCanTouch, a fabric integrator. It runs brands of fabrics from all over the world, meaning a very extensive range for choice. I am sure my final product shall be a very fine one.

【Home】 : How will you annotate the design? Can you disclose something of your inspiration and your thinking?

【SUN】 : Drama always expresses a surrealism scene, as viewed from a high place to near area, from things nearby to those in the distance, then from in the distance to nearby, but in fact from one sight angle. So this time I plan a refraction, which I hope to present my viewpoint on some realistic things in life. I have prepared many small blocks, visible or invisible sometimes. Every block is a pixel point, which can combine to form an object, as a model in computer, which can be changed arbitrarily. We design to place some simple sofas, tea-tables and desk lamps on a wall surface and on the ground, then make an inclined wall surface, to reflect ground scenes as it is. Then it is about the other two surfaces. We use same-size blocks and make them mirrored then splice them as a curved face, to represent viewpoints from different sight angles and viewpoint on every scene. The two surfaces will make different reflections, to make you enjoy change over every step when you walk in it.

【Home】 : For such an exhibition, in so limited space, what is the focus of the theme do you think? How to seize the focus?

【SUN】 : As this is a concept exhibition, in fact we are working for a concept, namely interpretation of fabric, as we should not say home textiles fabric is of a peculiarity. In fact fabric has many peculiarities and means many possibilities. I feel the eight designers all design a possibility in their mind, so the design is open completely.

【Home】 : So we in turn ask you, if it is of expressing a living state or of designing a living space in so limited space, do you think what will be your target to aim at? As I know this year you will join columns such as Dream Improver, I wonder whether the space will be so small layout like this. If yes, how will you to master the space?

【SUN】 : This is different, as one is realistic, the other is non-realistic; one is for exhibition, the other is for actual use. The one for actual use must be made with strong human care, and every detail is based on the scale for human, so it is completely different from an exhibition. Making such a small space is more out of consideration for the dweller, not for expression of space. Of course, all the spaces expressed are able to bring actual benefits. For example, designing more storage space, more activity space, narrow but with more possibilities, which should be explored, as it is a concept completely different from such exhibitions.

>>> Quick Response

Q: What is your recent project in progress?

A: We are working for a hotel, in a rural area, like private residences, but with some difference, as it is much more expensive than private residences. I feel the work is very interesting. The other interesting project is of our store. As it is ours, we will make it more interesting through more of our thinking. Our Shanghai project now in progress is Fangsuo's new store in Shanghai, its the first one. Our brand will have an independent store in Fangsuo, so the project is one in which I am very interested.

Q: Are all hyssop stores designed by yourself?

A: Yes.

Q: Have you worked on some non-design projects recently?

A: I always do many things in church. We donate much and conduct various activities to help those in need, for example, visiting welfare houses, paying visits to patients in hospital. In fact we have done much for society, but we have never given publicity to them.

Q: How do you tap your design inspiration usually?

A: Tourism; watching something beyond design, such as clothing and product design. Form of any article can release a design concept.

DREAM UP! 8x8 Intertextile Trend Concept Show

Tracy Jen: Sharpness is Enlarged Slight Experience

Home.focus.cn conducted an exclusive interview with Tracy Jen, design director of One-Tenth Design Company and one of the Trend Concept Show designers.

【Home】 : Home.focus.cn

【Tracy】 : Tracy JEN



Tracy Jen



<http://m.focus.cn/home/news/435027?from=timeline&isappinstalled=0>

【Home】 : How many times have you been to Intertextile Shanghai Home Textiles?

【Tracy】 : This is the first time.

【Home】 : Will you pay attention to popular home textiles trends? Will you apply it to your design scheme?

【Tracy】 : I will be curious about and pay attention to it, but have no idea to apply it to my project, as designer's own perception is direct, and consideration should also be given to its conformance to the present project. However, it will be authoritative to some extent if popular trend reports are used to persuade others.

【Home】 : As one of the designers for the Trend Concept Show this year, the key word in your theme is "Sharpness". How do you understand the word?

【Tracy】 : The initial understanding is of hysteria, with sense of mental derangement, unsafety, curiosity, and being swayed by considering personal gains and losses, etc. It sounds hard to understand, just like something that the voice you heard may not be a voice, what you touched may not be in your touch, and what you saw may not be the one in your eyes. Later, however, I changed to annotate sharpness from another different angle. For example, flies see everything superimposed due to a compound eye structure, but responds most agilely. Hairs in compound eye, after enlarged, are in fact vertical pieces. I want to use such enlarged slight experience to express my disordered sensitivity.

【Home】 : How will you annotate this Trend Concept Show? Can you talk about your inspiration source generally?

【Tracy】 : Different orders in experiencing visual sense, tactual sensation and auditory sense always leave different experience. In appearance, I use a tender ocean colour grader to express a difference in sense of touch, to express emotion of the cloth through different treatment skills such as folding, twisting, splicing and torsion, etc. Entering the show to experience JAB's high quality German cloth, a sense of touch of stroking lightly, ground-to-surface vertical-falling cloth surface structure. Visitors shuttling back and forth around the cloth is just like little friends seeking and advancing in a haystack. Enter the space, to experience the poking and the sense of touch from gently stroking skin. Meanwhile, it seems poem reciting sound comes to you from a corner unclear. With different sharpness, everyone has a perception of sound from different positions. I hope every visitor can experience their own sensitivity in the 8×8 space, and experience the sharpness delivered by me.

【Home】 : Have you ever been to such an exhibition? In so limited space, what is the key point in expressing the theme as you think? How to seize the key point?

【Tracy】 : I participated in a concept exhibition themed on "Love", hoping change could take place with my works during the seven-day exhibition.

This exhibition is very interesting. We eight designers are assigned to eight connected (continuous) areas, and each has different peculiarity. All of us are tied in a line. So you can see that every small space will give you a different experience due to different characters of designers.

With limited space, it is more necessary to deliver your own concept, not in representational manner as far as possible, but with more open mindset and treatment skill, to achieve interaction between your own concept and exhibition visitors.

【Home】 : As the only female designer in this exhibition, do you feel any pressure?

【Tracy】 : No. It is better to do yourself.

【Home】 : What is your cooperative brand? What is characteristics of the brand as you think?

【Tracy】 : My cooperative brand this time is a German fabric brand JAB. When I visited the company, what impressed me most was their product numbering system, in which every colour system has a different numbering system, very convenient when a designer wants to look for cloth in the same color. Such strict logic presents excellent quality of German brands.

[>>> Quick Response](#)

Q: How do you evaluate yourself in a sentence?

A: Be loyal to friends.

Q: On what part of your design works do you put the highest value?

A: Psychic-level experience.

Q: Do you hope to be a focus of many people's attention?

A: Please pay attentions to my works, not only to my appearance.

Q: Outside of work, what is your favourite thing?

A: Hand-made bags and desserts. I learned how to make desserts in Paris for three months following the programme of having class at 6: 00am every day, cleaning kitchen during 12: 00am to 1: 00 pm, then eating lunch. One day I tried seven pieces of *pain au chocolat* continuously, as it was too delicious.

Q: What are your favourite readings?

A: Cartoons.

Q: If you were not a designer, what would be your occupation?

A: To be field service crew, for example, dinner manager is always very sharp to know what you need and prepare it well for your guests in advance.