

Sep 2017 | no.362

今日家居[®]

INNOVATION IN LIFE - STYLE

TODAY'S LIVING

Cover Story
良辰美景
Room With
A View

Special Supplement
足下的藝術
From The Ground Up

Living Plus
小島氣派大 — 佛羅里達礁島群



室內設計

HK \$35
A Bilingual Interiors Monthly



一抹低調奢華

Redefining Luxury



余詠詩 || Winnie Yue

Winnie 於香港出生，畢業於美國柏克萊大學建築系，並曾在美國及香港管理多個發展項目。Winnie 在香港設計界地位舉足輕重，對設計美學亦有獨特見解。在 2015 年，Winnie 以始創人和總監身份舉辦首屆香港國際設計傢品展 (IDFFHK)，備受業界肯定。|| Originally from Hong Kong but having graduated in architecture from UC Berkeley, Winnie Yue has managed a wide portfolio of development projects in both the US and Hong Kong over the years, and being an internationally-acclaimed architect, she has many insights to share when it comes to design aesthetics. Determined to give back, in 2015, she founded the International Design Furniture Fair Hong Kong (IDFFHK), received positive feedback from the industry in the process.

剛過去的香港國際設計傢品展 (IDFFHK) 為入場人士提供一個文化與創意交流平台，業界或業外人士都能感受各種設計風格，提升品味觸覺。IDFFHK 創始人 Winnie 與今日家居分享了本屆 IDFFHK 的焦點以及設計的看法。Life and design are inseparable, and good designers draw inspiration from almost every aspect of life, no matter how seemingly small. Founder of IDFFHK Winnie Yue shared with us her insights about design and the highlights of the second edition of IDFFHK.

Text by Kaitlyn Chiu

相

隔一年，IDFFHK 載譽歸來。為了推動創意和倡導欣賞設計，大會安排了強勁陣容，展會內容比首屆更豐富。展會分為三個展區，包括標誌性「名家講座」、「品牌精品」以及策展項目「設計策展」。本屆 IDFFHK 更與國際知名設計展會科隆國際傢具展 (IMM Cologne) 合辦，Winnie 感到既榮幸又興奮：「IMM Cologne 的負責人曾參與首屆 IDFFHK，展會完結後便與我們討論合作機會。期間我亦曾到訪德國，與他們交流意見。」Winnie 認為 IDFFHK 能與 IMM Cologne 合作，無疑是對 IDFFHK 的一種認可，代表香港也能舉辦一場國際性的設計展會。

全新挑戰

舉辦如此盛大的展會，所涉及的工作人員想必不少。不過，Winnie 表示她喜歡簡化程序，凡事親力親為。團隊人數不多亦能籌劃得妥當。「以前在美國公司任職時，公司規模雖大，但我的團隊只有四人。我認為這樣更有效率，團隊之間能即時溝通，保持效率。所以籌備 IDFFHK 時，我也採用這種方法，雖然兼顧的事項很多，但同時也訓練團隊的責任心，工作一絲不苟。」Winnie 說。

拒絕單一標準

本屆的 IDFFHK 主題為「Redefining Luxury」，一般人認為奢華是遙不可及，是昂貴的同義字。但 Winnie 對「奢華」二字卻有觸有見解：「奢華是一種心態，而不局限於其知名度或品牌大小而已。」

Winnie 認為奢華感覺因人而異，只可親身感受，配合物料運用、設計美學和了解背景，才能賦予家品價值，不可單靠價錢來判斷。

Winnie 覺得室內設計千變萬化，更可糅合多種風格來展示個人品味，創造自己的奢華。「我沒有一條既定的公式作設計標準。在設計基礎上，隨心展現個人風格便可。」Winnie 說。

文化熔爐

雖然 IDFFHK 為國際性設計傢品展，但策展項目亦甚有本土特色。例如獲獎建築師林偉而的「Das Haus Asia's '18m²」和派設計 (PAL Design Group) 創始人及首席設計師梁景華策展的「香港圓塑」都充份向國際展示香港文化。Winnie 曾參與多個國際大型展會，她從中結合各展會的優點，安排國際設計師舉行講座和展出其作品，並希望 IDFFHK 可集合香港和國際的優勢，從而提升香港的業界地位。

提升品味竅門

從日常生活中培養品味並不困難，走進一間餐廳，大家可留意周遭環境，例如樓底高度與光線分佈的關係，色調與擺設的運用等。Winnie 認為多欣賞和觀察生活中各種設計，多留意和看看四周，逐漸累積心得，藉以培養屬於自己的品味。她又鼓勵年輕設計師要擴闊視野，展望國際；同時將目標放遠，大膽走出框框。設計如此，生活亦然。IDFFHK 所宣揚的意念，又豈止適用於傢具精品。



Originally established to bridge the gap between culture and creativity, the International Design Furniture Fair Hong Kong (IDFFHK) was launched in order to advocate for the industry and enhance the appreciation of design between both industry veterans and amateur designers alike. And following a successful first event in 2015, the sophomore installation of the tradeshow – called IDFF2017 for short – returned to high praise in August. This year's event featured a diverse range of international and locally-renowned designers and architects, all eager to exhibit their works or even host an informative talk, drawing crowds in the process.

This year, the fair was divided into three sessions, namely the signature Dialogue Speakers Series, spectacular Gallery Showcases and unique Design Exhibitions. The event was held in conjunction with world-leading design fair IMM Cologne, which Yue views as a particular honour. "The person in charge of IMM Cologne visited the IDFF2015 event, at which time we discussed the possibility of a collaboration. Since then, I've also been to Germany to further exchange ideas with them," she enthuses. Yue also believes the success of this partnership speaks volumes about the role Hong Kong plays in Asia's booming design industry.

Impressive in size, visitors to IDFF2017 might be surprised to learn that this world-class event was actually managed by a relatively small team, and Yue drew on her experience to ensure the fair was sleek and well produced. "When I worked in a large company in the US, my team actually consisted of only four members of staff, yet we were able to complete the job in a much more efficient way than larger teams. Because we were in constant communication, we were able to maintain high standards of work and finish the project without spending too much time waiting approvals from above. I wanted to adopt the same approach for IDFF2017, and while many unexpected miscellaneous tasks arose as we were organising the event, it sharpened the team's approach, ensuring they were methodical and detail-oriented in everything they do." She added. Never one to claim all of the success. However, Yue was also quick to assert that this year's event was widely enriched thanks to the ongoing support she received from both local and international designers, who were eager to work together to improve industry standards.



IDFFHK2017 was held at the Hong Kong Convention and Exhibition Centre with Mrs. Carrie Lam, Chief Executive of Hong Kong, as the officiating guest. Visitors and designers are delighted to have cultural and creative exchange in such a grand environment.

During the event, Yue was also keen to emphasise that luxury isn't just for the fortunate few, introducing her own personal take on Redefining Luxury, which was the main theme of IDFF2017. "In my mind, luxury is a state of mind, and it shouldn't depend on popularity or price," explain Yue. In her eyes, luxury can be achieved through a combination of materials, aesthetics and the origins of a design, all of which come together into one perfect piece that a person then can be treasured as a luxury. Price should not be the only factor in the equation. As a result of this approach, Yue also believes home interior designs should be unique, and can easily be viewed as luxury based on your needs. "There's no golden rule for design. I believe you should follow your heart," she smiles.

The designer brings this personal philosophy to everything she does, and is eager to stress that heritage can also help redefine luxury. And despite being an international design fair, IDFF2017 featured a series of presentations that are rich in local culture. Two such examples, award-winning architect William Lim's debut Das Haus Asia's '18m2' IDFF2017 featured a series of presentations that are rich in local culture. Founder and principal designer of PAL Design Group Patrick Leung curates 10CC which reflects the personal insights about people's daily lives in Hong Kong.

Having been to many world-leading design fairs over the years, Yue is keen to capture this experience and heritage, transforming it into an incubator for ideas. As such, she fully intends to continue to invite designers from all over the world to participate, sharing their thoughts and helping position Hong Kong as the leading design hub in Asia.

So, does Yue have any final words of advice for Hong Kong's up-and-coming new designers? She offers a warm smile, saying they should cultivate their personal taste in life every single day, because this will help build their experience. She also encourages young designers to broaden their horizons by conjuring up their own personal global vision, and to think outside of the box in order to achieve their goals. It would seem Yue's philosophy could apply to all walks of life, not just the design industry. 令