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# 特集「21 世紀の ID」

インダストリアルデザインからインタラクションデザインへ

the 25th anniversary issue

feature : ID in the 21st century

from Industrial Design to Interaction Design

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concepts on the horizon

How to regulate a culture of consumption. *Wolfgang Seifried* / It's hard to be adventurous in this day and age. *Shirley Sandell* / Communication, a matter of visibility, and we design it. *Britt Ekstrand* / Taking a hard look at the problem and finding a means to solve it - that's the essence of design. *Sebastian Wernig* / It's necessary that we re-evaluate the things already in the world. *Andrés Palacios* / Architecture is the result of events. *João Manuel* / It's design geared to the two sexes. *Bill Moggridge* / Design is dead. *Philippe Starck* / Concept is more important than form. *Michael Müller* / One primary objective for design is to make something new. *Jonathan Lee* / The most important part of being a designer is being able to decide which out of 100 proposals to pick. *Kazuya Saitoh & Ryoji Mizutani* / We don't limit ourselves to our own field. We take an interesting idea and give it form. *John Markinger & Steve Fisher* / What's in demand is not the capability of the designer, but the ability of the designer. *Art Dittel* / We designers can learn a lot from everyday objects. *Jasper Morrison* / "Invisible" is the "unconscious beauty." *Joel Torgal* / Making things doesn't end with just work. *Isao Miyajima* / We have all forgotten about the "little ice cream." *Tadashi Audo* / I like that slipping, warmth, and melting. *Wolfgang Seifried* / Architecture must be visible. *Dominique Perrotti* / Work that may be described as "unpleasant" is what is called "scientific." *Markus Wenzel* / If you are thinking of sculpturing architecture into the environment or society then you must cut yourself off sight. *Tateo Ni* / I want to remain sensitive to my experience and learn about things in a better way. *Walter Van Beirendonck* / I had the sense that the urban situation is changing in a way that nobody really understands well. *Tommy Holten* / The road will come up before you if you take up the challenge with interest and courage. *Takashi Yanai* / I believe the most important element of art and design is to take that intangible world and somehow make it tangible. *John Heald* / I'm a believer in a sense that "it's a work." *Enzo Angeli* / There are no shapes or colors that everyone likes. *Maria Polverini* / The future is something that I am convinced will actually occur. *Tim Janssens* / It's a matter of design combining science and technology. *Ramon Kuitert* / Process results in an "invisible" form. *Stephanie Davis Price & Fawcett Mowbray* / We do not aim to restrict expression but to maximize. *Olga Schmitt* / To create something new is thinking about what you can make of something already exists. It comes from "reading to alternate meanings." *Jon Audo* / I try to design things that only I can design. *Michael Sapper* / The designer is a public entity before she is a private one. *Katja Wilms* / We have no interest in being a brand. We make the best product we can. *James Spool* / Working, showing, looking, and exhibiting. These perceptual processes inform the architectural project itself and to the entire city. *Jasper Morrison* / By changing your gestures you change the emotion you communicate. *Shirley E. Sandell* / Creating with light gives people a sense of well-being and peace. *Jörg Heuser* / The search for beauty can make work enjoyable and enjoyable. *Wolfgang Seifried* / Increasing awareness of your individuality will confirm you to a point. *Takashi Yanai* / I want people to be laughing and smiling as well as by seeing. *Fabrizio Vegli* / "Spontaneous architecture generation" and "Participatory Architecture." *Wolfgang Seifried* / Adding to or subtracting from the object is all that needs to be done. *Tim Audo* / What gives birth to the essence of a thing is not how but the quality and passion of the people who create it. *Isao Miyajima* / I want my design things to be "unseen" and not only "seen." *Wolfgang Seifried* / How wonderful it would be if design could connect a beautiful vision of science with a beautiful design. *Shuji Yamazaki* / Exploring the people first will lead to discovering new design channels. *Kenya Hara* / Designing a product so that it becomes an intimate part of people will lead to its becoming long lived. *Rosko Schabert* / A product has a certain individual intelligence and spirit of the designer. *Kanako Kato* / We find it exciting that young designers so easily tend toward industrialization. *Peter van de Ven & Bushara Camporese* / I think it's a matter of finding all design as "common sense design." *Agathe Sola* / In a certain sense I may not be a designer. *Milena Kolonel*

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## Paris, France

### 旅情感で人々を引き込むデザイン展

A design exhibition that drew visitors with its vacation atmosphere

6月8日-11日、パリ市内の家具や小物メーカー、38軒が協賛する恒例のデザイナーズ・デイズが催された。今年のテーマは、ポヤージュ（旅）。老舗ブランドのベルナルド、バカラ、クリストフルといった贅沢品を扱うショップもテーマに基づいた演出を披露し、その周辺ではイベントも見受けられた。

デパート、ギャラリー・ラファイエット・メゾンのウィンドウには、ヨーロッパの若手デザイナーによるプロトタイプやプロダクトが並んだ。「旅の記憶 ミニチュアキット」を5.5ユーロで販売したのは、デザインユニットの5.5デザイナーズだ。内容は、腕時計を覆い隠すシール、パスポートと似た、レインボーカラーの眼鏡フィルム、思い出のオブジェを載せる台、アイスフレーバーの駄菓子、即席絵葉書というものだった。

セレクトショップのコレットでは、ベネトンのデザイン研究所、ファブリカが、セラミックでモールドイングされたノスタルジックなラジカセや電話機などでウ

ィンドウを飾った。通行人はセラミックのiMacに内蔵されたカメラに捉えられ、モノクロの動画として展示の一部となる。「いかなる工業製品やモノにも寿命があり、それらには歴史やストーリーが伴う。プロダクトのそんな側面を紹介したかった」とファブリカのクリエイティブディレクター、サム・バロンは語る。

路上に停めたトラックを「回転立ち食いカウンター」にアレンジしたのは、フードデザイナーのマルク・ブレティヨ。割り箸が運ばれ、温かいシソ風味ジュースをシュウの上に置いている間に、エンメンタルチーズに載せられたゼリーの「ルーベ」で、セラファンに印字されたミニテキストを読む。その後、ベルトコンベアで運ばれてくる立体クッキー、チョコレートスプーンなどの創作料理を楽しむ趣向だった。

日頃、デザイン業界に親しみのなかった観衆も、今年で6回目のデザイナーズ・デイズに引き寄せられ、バカンス前の旅情感に一時浸った。(文・写真/渡田 葉) ◆



ファブリカがコレットで行ったアイスクリームを使ったインスタレーション。長いストローが顔をのぞかせるアイス・カクテル袋を掲げ、人々が店内を歩き交う。Fabrica's Thai artist Prima Chakrabandhu did an installation using ice cream at Colette.

The annual Designer's Days, co-sponsored by 38 furniture and accessory manufacturers in Paris, was held from June 8 to 11. This year's theme was Voyage. Venerable brands such as Bernardaud, Baccarat and Christofle also exhibited presentations based on the theme, and related events were held in the area.

In the windows of Galerie Lafayette Maison, proposals by young European designers selected by APCI (Agency for the Promotion of Industrial Creation) were displayed. Design unit 5.5 Designers sold its "Vacation Memories—Miniature Kit" for €5.5. The select shop Colette adorned its windows with 1980s ceramic molded radio cassette players and telephones by Fabrica, which is Benetton's communication research center. Fabrica's creative director Sam Baron says, "Every industrial product or item has a life span, and a history and stories that accompany it." Food designer Marc Bretilot rearranged a truck parked in a street into a rotary buffet counter. Visitors were treated to such creative sweets as sculpted cookies and chocolate spoons served on a belt conveyor.

Visitors who are not usually familiar with the design industry were drawn to Designer's Days, which saw its 6th annual installment this year, and immersed themselves in the feeling they were just about to go on vacation. (Text and photos by Kaoru Urata) ◆



コレットのウィンドウでの展示「ホームエンターテインメント」。©Fabrica  
Fabrica's "Home Entertainment" exhibition in the windows of Colette.



フードデザイナー、マルク・ブレティヨによる「オン・ザ・ロード」。  
ON THE ROAD by Marc Bretilot, a food design course professor at Art and Design School of Reims.

