



CHINA TILE & SANITARYWARE

中国建筑卫生陶瓷 JUL.2012 | 225

# WORLD CERAMIC TILES FORUM 2012

世界瓷砖大会在乌克兰召开

## 【封面人物】

嘉俊：以创新缔造产品的高端品质

## 【文化的力量】

流动在马桶上的音符

## 【走进设计师】

设计要找到自己的方式

## 【艺术时空】

“粉”色佳人 一生挚爱

ISBN 978-7-89428-056-5



9 787894 280565 >





**Sandro Meneghello and Marco Paoletti小档案：**  
均出生于1979年，2004年毕业于米兰理工学院的工业设计专业，2006年他们在米兰开设了自己的设计工作室。他们和意大利以及国外的不少公司合作过。比如：Lupi, Artceram, Bertocci, Emoh, Fiam, Fasem, Fima Carlo Frattini, GranTour, Hidra, Horm, Kreaty, Omikron, Porcellanosa, Ye Vertik.在他们长达六年的合作生涯中，他们获得了数次国际设计大奖，其中包括三次红点奖，两次Design Plus大奖，5次入围青年设计大奖。

## DESIGN IS JUST TO FIND YOUR OWN WAY 设计要找到自己的方式

■ 撰文 / 韩晓岚 图片 / Sandro Meneghello and Marco Paoletti



**自**从意识到设计的重要性之后，到今天，我们在设计之路上也有一段时间了，但我们的产品似乎还是缺了一些味道，虽然我们一直在痴迷寻找这种味道在何处，但总是不得其解。也许旁观者清，我们能从别国、别人的经验中找到味道的来源。

年轻的设计师Sandro Meneghello 和 Marco Paoletti 刚过而立之年，已经获得三次 Red Dot Award，以及日本的 Good Design Award，德国的 Design Plus Award 等等，并且拥有了自己的设计室。他们无疑是成功的，这种成功着实让人佩服。在上海寰球卫浴展期间，特意挑了一个上午，采访了他们。这两位年轻的意大利产品设计师对设计与产品的思考，或许能给我们一些启发。



设计要保持自己的风格

CTS：你们两个什么时候开始合作的？你们的专业都是设计？

S&M：我们来自意大利的不同城市，在大学时候相遇，当时我们都是去米兰学习的，因为米兰是意大利的设计、时尚和文化艺术的重要城市。我们两个都是学的设计。毕业之后，我们有机会和两个公司合作，这是一个很好的机会。这两家公司对我们非常重要，它们是我们的第一个客户，因为它们让我们共同合作，促使我们的工作室的成立与成长。现在我们与这两家公司有很深的感情，因为我们已经与他们一起工作了六年。您在这里看到的他们的产品多数是我们的设计，这两家公司是同一个集团。目前我们工作和生活都在米兰。

CTS：你们一定做得很棒，因此，这两家公司才会和你们保持长期的合作关系。能谈谈关于这方面的情况吗？

S&M：通常，我们的工作方式和客户们保持长期的合作关系，我们很喜欢为一个公司工作许多年。这样我们能清楚知道他们的需求，并且设计出他们需要的产品。我们为两家公司工作了六年，这是很正常的事，我们和他们共同成长。我们真的很了解市场，我们在和这两家公司有长期合作关系的同时，也与其他一些公司有短期合作关系。



CTS：你们认为你们和那些公司保持良好合作关系的关键是什么？

S&M：我要告诉你一件事。从事设计，当然要有自己的风格，但设计不像一个艺术作品。我的意思是它不仅是艺术，我们不像艺术家；第二，我们需要了解公司的需要，我们设计时，我们必须要考虑公司的需要。当然我们和那些合作的公司的想法类似，因为我们已经与他们合作得很好。我们和他们一起工作时，感觉很好。

奖项是开启其他领域的名片

CTS：你们是产品设计师，产品设计主要在哪些方面？

S&M：我们的产品设计主要用在卫生间，我们喜欢卫生间。我们是从浴室开始设计之路的。现在，我们的设计不再仅仅局限于浴室，但我们有六年的浴室设计经验，因此我们很了解浴室设计。我们很了解试市场，也很熟悉产品。目前，我们的工作重点放在家具设计和室外设计上。在目前来讲，我们浴室设计能力可以说是最强的。在浴室设计方面，我们的设计集中在脸盆上，每一件东西都必须搭配好，包括镜子，龙头和脸盆。

CTS：你们获得了三次红点奖，都和浴室产品相关吗？

S&M：三次红点奖不是都和浴室产品相关，一次是家具设计，两次是浴室设计。还获得两次Design Plus大奖以及其他奖项，总之，所有的奖项都是我们的工作室共同努力的结果。





## 走进设计师 | DESIGNER

CTS：如此年轻获得多次大奖，你们如何看待获得的奖项与荣誉？

S&M：我们的设计室是年轻的，是在快速发展中的。我们一直在寻找共鸣，一直把自己摆在被试的位置上。我们最初是从浴室开始设计的，现在我们在浴室设计比较成熟了，我们迈向了起居室和灯光照明的设计。其实，我们才刚刚开始，我们想走得更远。在过去的几年里，我们已经拓展了我们的工作室，我们明白我们应该走向何处。

国际赞誉除了让我们感觉良好之外，还告诉我们，我们的工作受人欣赏的，是开启一个又一个领域的伟大的名片。在某种意义上讲，我们正在用我们的创造力来回报卫浴行业，对这个行业的信仰从我们开始。

### 产品必须是感情的产物

CTS：你们的产品很有创意，设计灵感从何而来？

S&M：一切都是我们的灵感来源。昨天，我们在谈论另一个产品时，从桌子开始谈起，我们围着桌子看了又看。因为，你观察的每一个事物是熟知并解构它的起点，也许这就是我们的产品与市场上其他普通产品的不同之处，我们的产品是感情的产物。

CTS：你们的设计理念是什么？

S&M：作为一个工作室,首先,我们需要了解公司。因为我们可以设计不同的风格，不同的东西。我们使用不同的概念，我们的设计不仅是一种风格，我们不像时尚品牌。我们是设计师，我们的工作是为不同公司和复杂市场解决复杂的问题或需要。



我们为合适的公司设计出合适的产品，这就是我们的设计哲学。我们研究产品的每一个细节，就产品而言，我们设计的产品会添加一些细节，整体会有提升并保持和谐，除此之外，我们并不希望他们与一般产品有太多不同。比如，当一个产品看起来像一个脸盆，也许它和其他脸盆有不同，但最终它还是一个脸盆，不是其他奇怪的东西，也不是其他产品。

CTS：你们认为一个设计师应该具备什么素质？

S&M：设计师必须很酷，必须善良，必须看到事情的本质，最后必须聪明。当然思路必须开阔，善于从各个角度看事情。每一个人都有创造性思维，每一个人都有设计的能力，只是你要找到合适自己的方式。

CTS：在团队里，总有意见不一致的时候，你们怎么处理这种情况？

S&M：我们喜欢我们的设计室保持一个比较小的规模，易于控制。你知道，在意大利，好酒总是装在小瓶里。在意见不一致的时候，我们用战斗来解决争端，每天都打。我们是男人，这是我们解决问题的最好方式，一般是强硬的获胜。

其实，合作是一个困难的事情。但首先，我们应该尊重彼此。我了解他，他了解我。有时他做一个项目，我做另一个。我们用两种不同的思想在工作。如果总是我攻击他，他攻击我，他想要赢，我也想赢，我们就不能合作。所以，尊重是一起工作的基础。我们战斗，我们讨论……就好像一个婚姻关系，我不知道这种关系是否是好的，但我认为这样很好。







不同的市场需要不同的产品

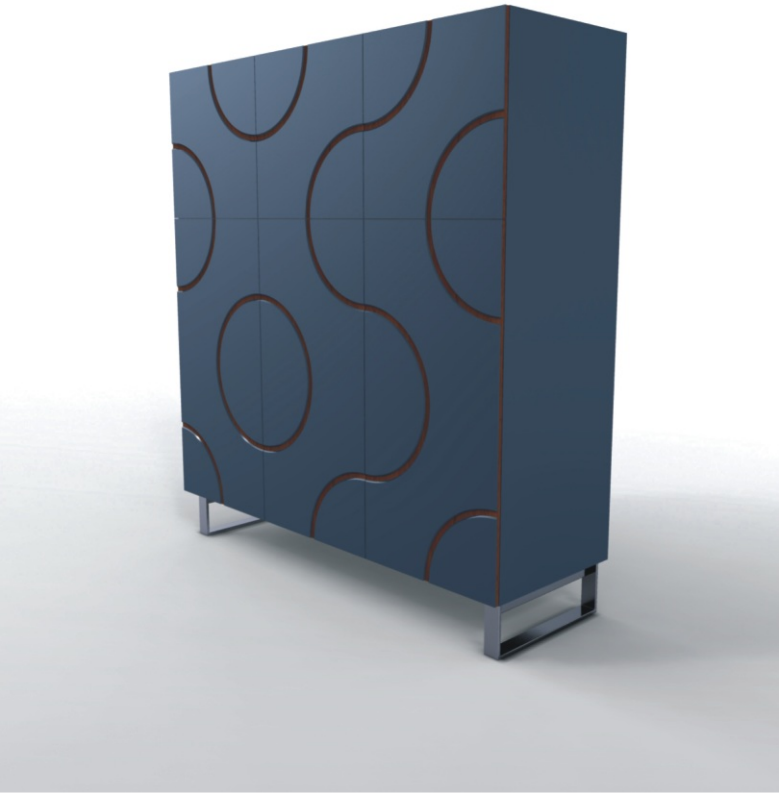
CTS：来上海几次了？感觉如何？您怎么看待中国的产品？

S&M：第四次了，这次来参加这个展览。这个展览不仅仅是中国市场而且是亚洲市场的一个重大事情。在这里你可以看到来自世界各地的人，澳大利亚、越南、泰国、韩国、印度等等。因此我们可以看到很多人，公司会听到很多想法。尤其重要的是这对我们的公司而言是相当重要的机会。

一般来说，你们在复制，你们复制了很多。虽然你们有些创新，但你们的文化和我们的文化有很大差异。虽然我认为你们复制得很好，但我不喜欢你们的产品。

CTS：你们来自欧洲，这个亚洲的展览和法兰克福展有何不同？

S&M：太多的不同。就我们而言，在这边的市场，我们是新面孔，也许我们会有适合这个市场的合适的产品和合适的技术。法兰克福展是我们的市场，我们的产品是为那个市场而设计和制造的。对我们的公司来说，法兰克福展比这个展重要。我们来到这里，我们了解到了这个市场的艰难，它和我们以前的市场不同。我们比其他的欧洲设计师有办法解决这个问题：两种不同的市场，就设计制造两种不同的产品。



CTS：你们眼中的中国企业是什么样的？

S&M：我们和你们的一些企业合作中出现过一些问题。也许最初的设计是好的，但是当把设计转化成产品的时候，并不是我们想要的最终意义上的产品，因为他们没有被最终完成，这对你们来说是很大的问题，但我们的产品和你们的不同，它们是最终完成的产品，他们是销售产品，不像中国的所谓的产品。

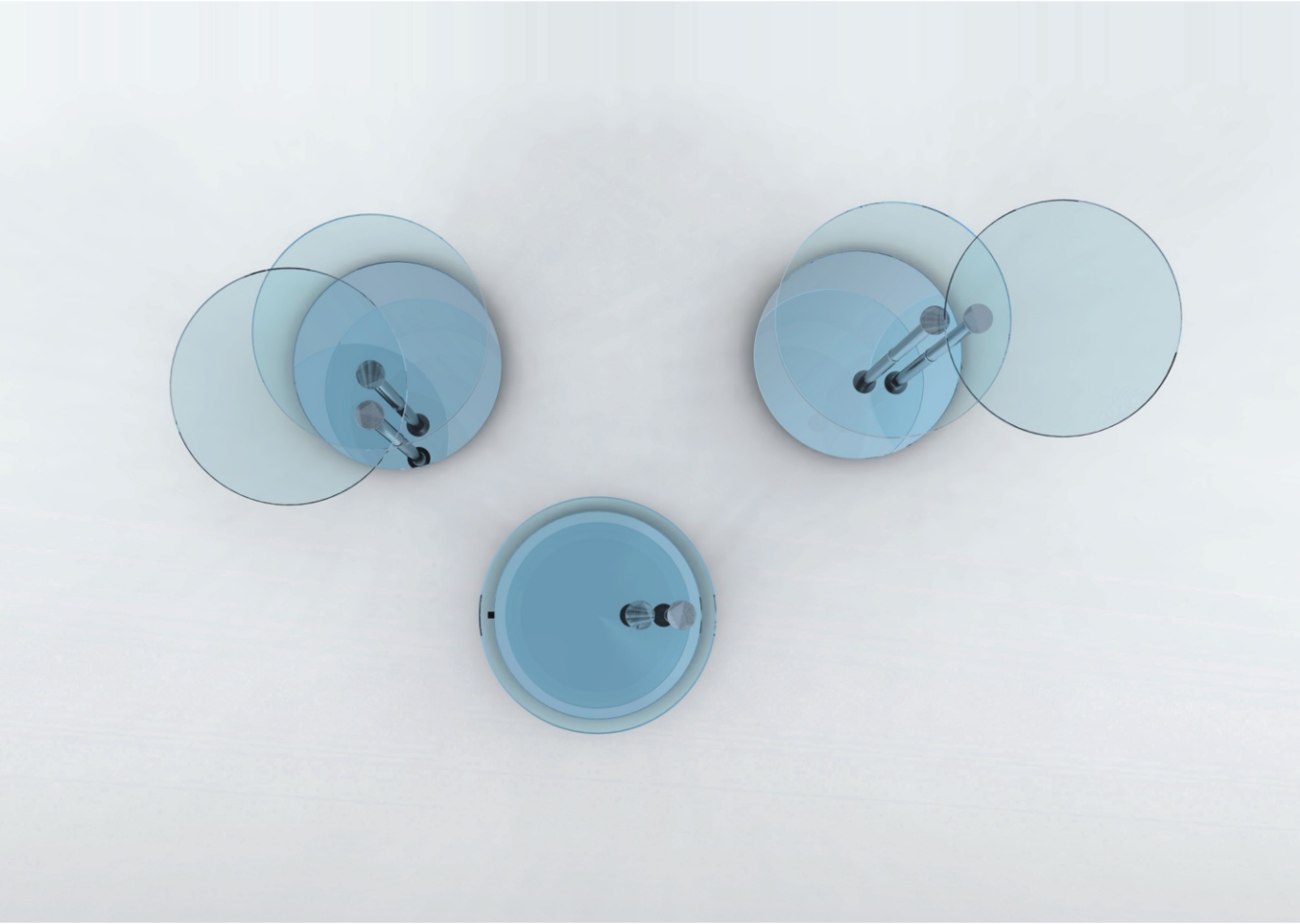
你们的企业文化就像在销售文化，你们的公司通常有4,000位员工，因为你们每天需要制造成千上万的产品，这是你们的战略。我们的和你们的完全不同，比如，我们的设计室，虽然小但是我们要制作好的产品，我们不想要十个二十个的员工，制造成千上万的产品。质量比数量更重要，你们是大的，我们是小的，这个大小仅仅是数量上的，这是我们的主要区别。

中国设计只需思考中国文化

CTS：你们眼中的中国设计师是什么样子的？

S&M：我有一个设计师朋友，他在广州，他很好，他一起和米兰和我们一起学习。过去，我们曾经先过合作关系，他设计得很好，但一般来说，我很少遇到这种意义上的设计师。我们看到的多是我不喜欢的设计师。

我们认为细节很重要。一条直线，你以这种方式移动两厘米或者以那种方式移动两厘米，这对我们来说很重要。我们的作品就是我们的孩子，我们不需要很多的孩



子，但是我们需要高质量的孩子。中国目前看起来有成千上万个孩子，但是你不一定都喜欢他们。

CTS：你对我们的设计和设计师有什么建议？

S&M：你们应该找到合适你们的方式，没有人可以教你们。你们正在试着从西方国家的工业和设计中得到一些建议与启发，我认为你们没有必要这么做，因为你们有着博大精深的文化，拥有很伟大的东西，没有必要再去问什么，只要思考你们自身就可以。你们会找到合适的方

式的。每一个人都是特殊的，每一个人都有自己的做事方式，你们绝对有你们自己的方式，不需要从其他人那里得到建议。

CTS：你们能谈谈最近几年龙头和脸盆的流行趋势吗？

S&M：我们不能预测趋势，这段时期都是一个设计混着另一个设计，但以后仍然会有一些经典的和带有很多装饰的产品，我不能说它是个趋势。脸盆和家具可以以不同的方式生产，至于我自己，比较喜欢简洁的外形和白颜色。我们认为陶瓷是为浴室而生的。🔊



# DESIGN IS JUST TO FIND YOUR OWN WAY

## Keep Our Own Style in Design

**CTS: When did you guys begin your partnership? Are you majoring in design?**

**Sandro & Marco:** We come from different parts of Italy, and we met in the university. At that time, both of us came to study in Milan, which is an important city in Italy for design, fashion, culture, art and everything. Now we live and work in Milan, , we study there and then we have our own studio there. After graduation, we have the chance to work with two companies. This was like a big opportunity. These two companies are very important for us because they make us join together and make our studio. Actually, they are our first clients. Now we have deep feelings with these two companies, since we have worked with them for 6 years. Most of their products you see here are our design. The two companies are of the same group.

**CTS: You must have done a good job, so that these two companies have kept such a long-term partnership with you. Can you talk something about that?**

**S&M:** What we do usually or our way of working is to keep a long relationship with our clients. We like to work with the same company for many years, so we can know it very well and design what it needs. You know we have worked for these two companies since six years ago, it is quite normal, because we grow together. We really know well about the market, the company we are working for long and we also make some short cooperation with other companies.

**CTS: What do you think is the key reason to keep such good partnership with these companies?**

**S&M:** The work of design, of course we have our style, but it's not like an artistic work. I mean it's not only artistic, we are not like artists. Second, we need to understand the company's needs, when we design, we must take the company's needs into consideration. Of course we have the similar idea with the company because we have been working well with them. We have good feelings when working with them.

## International Recognition is the Calling Card to a New Field

**CTS: What kind of products are your design focusing on?**

**S&M:** Toilet, we love toilet. We are starting our design in the bathroom. Till now we are not working only in



### Sandro Meneghello and Marco Paoletti's Profile:

They were both born in 1979, graduated in Industrial Design from Politecnico di Milano in 2004. After starting their own design studio in Milan in 2006, they have collaborated with several Italian and foreign companies including Antonio Lupi, Artceram, Bertocci, Emoh, Fiam, Fasem, Fima Carlo Frattini, GranTour, Hidra, Horm, Kreaty, Omikron, Porcellanosa, Y e Vertik. During their six years of collaboration, they have received several international recognitions, including 3 Red Dot Award, 2 Design Plus, 1 Good Design Award, and 5 selections at Young & Design.



bathroom, but our starting point and six year of experience was the bathroom, so we know really well about the bathroom. At the moment we are working a lot in furniture design and outdoor design. But our capability of bathroom design is the best in this moment. And in the bathroom, mainly we work a lot on the washbasin area. Everything should meet well, the mirror, the faucet, the basin itself.

**CTS: You have won three Red Dot Award, are they all related to bathroom accessories?**

**S&M:** No, one for the furniture and two for the bathroom. We also have 2 Design Plus, 1 Good Design Award, and 5 selections at Young & Design. All the awards belong to our studio.

**CTS: You are young and have achieved so many international recognitions, how do you regard these awards and honors?**

**S&M:** Our studio is young, fast-moving and always on the looking out for new vibes in

this sector or others, always putting ourselves to the test. We learnt to walk in the bathroom area, you could say, we've grown up there and now we are starting to step out into the living areas and lighting. We want to go further, we've only just started: we've expanded the studio over the last few years and we know where we're headed. International acclaim (apart from the feel good factor) has taught us that our work is appreciated and is a great calling card for swapping from one field to another. In a certain sense, we are using our creativity to pay the bathroom sector back for the faith its shown in us from the start.

## Put Emotion into Products

**CTS: Your products look interesting and creative, what does your design inspiration come from?**

**S&M:** Everything. Yesterday we are talking about another products, starting from the table, we going around and watching, watching Because everything you are watching is the starting point of cutting them.

Maybe that's why our products are different for those ordinary products in the market. Our products are emotional.

## CTS: What's your philosophy in design?

**S&M:** As a studio, first of all, we need to understand the company, because we can design different styles, different things. We use different images and our design is not only one style, we are not like fashion brand. We are designers, we work and solve sophisticated problems or needs for the sophisticated market and companies. We would like to make the right product for the right company. It is the meaning of our philosophy. We study every detail of products, we don't want our products to be too different as products should be. It doesn't have to be too different, after add some details, promotion, all can be in harmony. For example, when a product looks like a washbasin, maybe it is different from other wash basin, but finally it is a washbasin, not something strange, not other different product.



**CTS: What qualities do you think a designer should possess?**

**S&M:** You have to be cool, to be nice. You have to see under the thing. Finally, You have to be smart. Your mind has to be wider and you have to be able to look at things sideways. Creative thinking belongs to every human being, everyone have the quality of design. Just find your way to do it.

**CTS: Different opinions may sometimes occur in your teamwork, how do you guys deal with them?**

**S&M:** We like to keep our studio small and be under control. You see that in Italy, good wine is kept in the small bottle. You know we are working together, it is a difficult thing. But first of all, we should respect each other. I

know him and he knows me. Sometimes he's working in one project and I'm working in another. We are working in two different minds. If he wants to win and I want to win, we cannot work with each other. So respect is the base for working together. We are fighting, we are discussing... It is like every relationship, like with a girl, like a marriage. I don't know if it is good, I think it is fine.

**Different Products are Welcomed in Different Markets**

**CTS: How many times have you been in Shanghai for the show ? And what do you think of the show?**

**S&M:** Four times. It is an important event for the Asian market, not only Chinese. So here you can see people from everywhere,

Australia, Vietnam , Thailand, Korea, India, so we can see lots of people, companies and ideas. It is quite big and quite important for the company we are working for.

**CTS: What's the difference between this show and ISH?**

**S&M:** Lots of things. The market is very different, in this market we are almost new, maybe we also have the right products and the right technology for Asian and American market. ISH is our market, so our products are made and born for that market. As for our company, ISH is more important than this show. But when we arrive here, we can see the harder market, which is very different from ours, so we have different approach than other European for this event. Two



different markets, two different products.

**CTS: Do you have any cooperation with Chinese company? Generally, how do you fell Chinese company?**

**S&M:** The reason why we have some problems working with your companies is because maybe your design is good, but when they turn to products, they are not the final products we want, because they are not well done. It is a very big problem for you and good thing for me, for our market, because our products are well-done, which is different from yours. your culture is like selling culture, your companies are usually 4000 employed, because you need to do thousands and thousands products every day. This is your strategy, which is different from us. For example, our studio, we are small, but we want to make good products. We don't want to have 10, 12, or 20 employed, for making thousands of products. Quality means much more than quantity. You are big, and we are small, this is the main difference.

**When Talking about Chinese Design, Thinking about Chinese Culture**

**CTS: What's your opinion on Chinese design and designers?**

**S&M:** We have a friend in Guangzhou, he's a designer, he's good, he used to study with me in Milan. In the past we decided to make sort of partnership, and he's very good. But generally speaking, I didn't meet lots of designers in certain. But what we see, I don't like much. Because I think for example, for us, every detail is very important, a line, if you move two centimeters this way or that way is important for us. Our product is like our son. We would like to have few sons but nice. And here it seems like have thousands of sons. You don't really love them.

**CTS: Do you have any suggestions for our products, our designers?**

**S&M:** Our culture has its design, we are Italian designers and we have our own design style. Have your own way of working and

thinking. You have to find your own way. Nobody can teach you. You're trying to get suggestions from western country about industry and design, and I think you shouldn't. Because you have good culture, you have great food, you have great You don't need to ask anything, just think about yourself. And you'll find your way. Everyone is different, everyone has different ways to do things. You definitely have your own way. It's fine. Don't take suggestions from anyone.

**CTS: Can you tell something about the trend on faucet and washbasin?**

**S&M:** I cannot state one trend, you know, these days, more than one plan is mixing with each other. There are still some classical and lots of decorations. I cannot say that really a trend, you know, washbasin, furniture can be in different ways. I think as for me, clean shape and white color is always a must. Ceramic is always for the bathroom. 