270°Exchange:

Graphic Design in China 2015



Wenliang Wang

Wenliang Wang, photographer and designer, founder of HALLUCINATE Design Office His works have been awarded ADC Global, Graphis Photo, iF Design Award, WAF & INSIDE, Best of Year Awards, Asia Pacific Interior Design Awards, HKDA Global Design Awards, etc.

"Any design contest cannot be a final standard. It is only a reference. The most important rewards are the diligence and the training and accumulation of personal abilities."

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DISSONA Xili Office

迪桑娜西麗

2-5. Line Soul Exhibition

領秀北京展廳

Pure Tea Store

茶愫品牌概念店

樣的活動?它對中國設計的影響具 語言和理解應具有相當的啟發性。 體體現在甚麼方面?

王 - GDC "平面設計在中國"是 目前國內競賽當中舉辦歷史最長、對 360° - 這次大賽提出的五個"實 廣的一個專業賽事。通過這樣的大型 競賽可以發現更多年輕優秀的設計 師,並提供給這些年輕的且極具天分 也不用那麼多條條框框的概念。某些 的設計師們更好的未來發展機會和 部分突出創造性以及對未來設計有 條件。

否說說你對一個優良設計的評價標 的責任,否則便無法繼續存在。 準是甚麼?

王 - 優良的設計應該具有獨特的 360° - 在你眼中GDC是一個怎 形式與內涵,不落俗套,對設計的

平面設計行業影響力最大和範圍最 效性設計"評審基準,在你看來是不 是當下設計應當肩負起的責任?

王 一 好的設計作品並不一定求全, 啟發就可以。有時一個作品甚麼都涵 蓋了,反而導致其平庸。至於當下設 計的責任,這個不需要強調,設計師 360° 一 作為本次大賽的評委,能 必須要能承擔起自己和委託者之間

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360° - 你的工作與興趣所涉及的 領域涵蓋平面、空間、交互、攝影、 雕塑等,是甚麼原因驅使你涉足這眾 360° - 你的設計立場明確,商業 多領域?

否真的合適。

們連接起來?

候你會發現技術都不是最重要的,真 銷售整車的概念,你不能拆開來賣。 度的結果反映。 正將不同學科聯繫起來的是你的內 總體來說,你只要努力做到足夠專

心與個人感受和對事情的理解判斷。 業、提供的結果足夠好,客戶自然就

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氣息較少,你是如何權衡商業在設計

種邊界指的是除了能力以外,也包括 己做過的項目,通常結束後關注點會 者一些建議?

會給予你信任與認同,和好醫生看病 的人自然就多是一個道理。

王 一 主要是個人的興趣與精力, 中的比重同時獲得客戶認同? 360° 一 作為一名設計師你是如何 也想知道自身的邊界到底在哪兒。這 王 一 其實我自己很少分析回顧自 看待設計比賽這件事情,能否給參賽

興趣的。有些事情只有試了才知道是 馬上轉移至接下來的工作中。設計首 王 一 其實公正和專業的評審大賽 先是解決甲方的功能需要和商業問 是對整個行業有著非常重要和積極 題,自己的立場則是基於能夠順利完 的發展推動作用,這點毋需論證。設 成功能要求之後才會更多考慮。很多 計師參加專業比賽,可以借此對自身 360°一 這些學科看似互不相干但 時候你必須拒絕客戶的藝術情懷直 在專業上有相對客觀的判斷和認知, 卻有著微妙的聯繫,你是如何把他 接的參與到你的工作中來,同時也要 也可以獲得與同業者學習交流的機 警惕自己的個人情懷參與到商業功 會,有益而無害。但任何一個設計比 王 一 我認為任何事物之間總是有 能設計中。因為這兩種情懷很容易讓 賽也不可能成為終極標準,它僅僅只 內在關聯的部分存在,也可以說是某 事情偏離項目的本質和失去它本該 是一個參考的數值,最重要的還是來 種規律和共性。如同美好與傷痛,可 客觀存在的樣子。至於商業在設計中 自個體的不懈努力,和個人知識能力 以同時存在於任何一種形式當中,用 的比重,我幾乎沒有刻意的追求過。 的訓練與累積。而獲獎,則是一個人 不同的語言表述相同的感受。很多時 因為好的設計和商業的關係就像是 累積其思想與技巧到一定程度和高





Design 360° / 12.2015 Design 360° / 12.2015 360° — What do yo think of GDC? What influences does it have on China's design?

W — GDC is a professional event in the design contests in China with longest history, greatest influence on graphic design and widest range. Through such a huge event, we can find more young and excellent designers. Also, GDC offers better opportunities and conditions of future development for those young and talented designers.

360° — As a judge of this contest, what are your criteria of a good design? W — A good design should have its unique and unconventional form and concept while it can inspire the language and understanding of design.

360° — This contest puts forward the criterion of "practicability of design". Do you think it is the responsibility of design nowadays?

W — A good design does not need to satisfy every criterion, and is not limited by too many frames. It is enough that some part of design is creative and it inspires the future design. A project which satisfies all criteria may become mediocre. As for the responsibility of design, designers must take the responsibility between clients and themselves, otherwise design will lose its meaning of existence.

360° — Your projects involve graphic design, spatial design, interactive design, photography and sculpture. What are the reasons that motivate you to involve such a wide range of disciplines?

W — It is mainly motivated by personal interests and energy. Also, I want to know where my boundary of ability and interests is. Only you have tried something can you know whether it is good for you.

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"Sometimes you have to avoid that the artistic feelings of clients influence your personal work directly while you should avoid your own feelings disturbing your commercial functional design."

360° — All those disciplines look irrelevant but actually have a subtle relationship. How do you connect them?

W — I think different objects have their inner relationship or some kind of rule and universality in other words. Take happiness and sorrow as an example. They can exist in any kind of form at the same time and be expressed in different languages. Sometimes you may find that technique is not the most important part of design. The true factors that connect different disciplines are the understanding and judgment of things from your heart and personal feelings.

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360° — Your design projects have a clear position and not so much commercial elements. How do you balance the proportion of business in design and get recognition from clients meanwhile?

W — Actually I seldom review my projects. Usually I turn my focus on the next project after I finish the last one. Design should focus on the functional needs of Party A and the commercial problems first, and our own stance second. Sometimes you have to avoid that the artistic feelings of clients influence your personal work directly while you should avoid your own feelings disturbing your commercial functional design,

which is easy to lose the nature of the project and forget what it should be. I hardly pay too much attention to the proportion of business in design, because the relationship between a good design and business cannot be separated. It is similar that we cannot sell a car by separating different parts. All in all, only if you are professional and offer good enough projects, you will get trust and recognition from your clients, which is the same that a good doctor have more patients.

360° — As a designer, how do you think about design contests? Could you give some advice to the participants?

W — There is no doubt that fair and professional contests play active roles on developing the design industry. Through the professional contests, designer can have an objective judgment and recognition of themselves while they can have an opportunity of studying and communicating with other designers. However, any design contest cannot be a final standard. It is only a reference. The most important rewards are the diligence and the training and accumulation of personal abilities. An award is a reflection of individual ideas and techniques when they reach a certain degree.

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