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# Frederik Roije

Studio Frederik Roije was founded in 2002 and specialises in interior, furniture and product design. Head designer and founder Frederik Roije talks to *Perspective* about his designs, life and goals

Frederik Roije工作室於2002年成立，專門從事室內、傢具及產品設計。其創辦人及首席設計師Frederik Roije與透視談論他的設計、人生及目標

## So who is Frederik Roije?

I was born in a beautiful country village called Goor in the east of the Netherlands. The countryside is a good base to grow up in, but to learn more about life you have to move to different places. First I went to Eindhoven to study at the Design Academy and then I moved on to Amsterdam. Amsterdam is like an international village, full of free and lively people. I live in a 17th century apartment by the canals, which my girlfriend thinks is very romantic.

## Did you always want to be a designer?

Originally I wanted to be a film director, which is also a creative profession. But then I discovered different art forms so at the age of 15 I decided to be a designer. Being able to think in a different way and being creative is almost like a gift. I can't think of anything more exciting to do every day.

## What inspires you?

I get inspired by the things around me. It sounds like a big cliché, but there is so much beauty in the world. Through the urge to share these ideas and experiences, my concepts become products. Products are for me the ideal translation of my visions.

## Tell us about Studio Frederik Roije.

Since 2003 I've had my own design studio in Amsterdam located in an industrial building that was redesigned into a beautiful office. Our main focus is concept and renewal — always searching for surprises and beauty. You can see this in our past projects.

## How would you describe your design style?

I don't have a specific style. Designing for me is always searching for good concepts and surprises that are beautiful. Products have a tendency of disappearing because of their functionality. I



ABOVE FROM LEFT | Frederik Roije • Long Legs RIGHT Tripple chair OPPOSITE PAGE Spineless lamps

want to prevent this by giving products an additional value. This value is in the emotion of the product. Memory and interaction add a personal relationship between product and user.

**What excites you about design today?**

Everything is getting faster, bigger and more. Where will it end? Do we want more, or is less more?

**What are you working on right now?**

Too many things — but I like being busy. Some new interior projects are in progress and new products are going in production. But don't worry — we will let everybody know about our latest and greatest.

**Do you have a personal favourite design?**

I cannot pick one specific thing as my favourite. My designs are like children — you have equal love for each of them. But if I must choose... 'Lampscapes' was a real success. It's a special lamp where familiar shades are melted into one.

**And is there anything completely new to you that you'd like a crack at?**

Building a house in every detail with my magic pencil. Interior, exterior — the works!

**Frederik Roije是一個怎樣的人？**

我是在荷蘭東部一個很優美的鄉郊村落裡長大，那條村落名叫Gaor。郊外是一個很有利於成長的環境。但如果要見識更多，便得去別的地方。我首先到燕豪芬入讀設計學院 (Design Academy)，然後搬到阿姆斯特丹。阿姆斯特丹就如一個國際村莊，充滿自由自在及朝氣勃勃的人。現在我住在一所靠在運河邊的公寓內，我的女朋友也覺得很浪漫。

**你一直都希望成為一位設計師？**

我本想成為一位電影導演，這也是一個很有創意的職業。但後來我發現了更多不同的藝術形態，所以我在15歲時決定成為一位設計師。能夠以不一樣的方式去學習，以及成為一個有創意的人，我認為是上天給我的恩賜。我再想不到有麼事情比從事設計工作能令我感動和雀躍萬分。

**是什麼啟發你的創作靈感？**

我從身邊的東西獲得靈感。這樣的答案好像很陳腔濫調，但這個世界上有很多美麗的事物。我有一種與別人分享想法及經驗的慾望，我把這種慾望化為我的設計。設計將我的想法與構思完美的表現出來。



**請告訴我們一些關於Frederik Roije工作室的事。**

自2003年起，我於阿姆斯特丹成立自己的工作室，工作室設於一座工廠大廈內，我們把它重新設計為一個富有美感的辦公室。我們工作室的宗旨主要集中在概念及更新—不斷尋找驚奇及美麗的事物。這一點你可以從我們過往的設計項目中看到。

**你怎樣形容自己的設計？**

我沒有特定的設計風格。設計對我來說是不斷尋找美麗的構念及驚喜。由於設計品的功能會老化，它的價值有一種逐漸消失的傾向。為避免這種狀況發生，我們給予製作品額外的價值，就是賦予它們情感。回憶及相互關係令設計品及使用者之間的關係變得更親近。

**今時今日，設計有何你令感到欣喜的地方？**

所有事物都變得更快、更大及更多。哪裡會是盡頭？到底我們要的是更多、還是更少？

**你現在正進行什麼計劃？**

有太多了。但我喜歡忙碌。我手頭上有一些室內設計項目在進行之中，亦有一些產品的設計正在製作中。但別擔心，我們會讓所有人知道我們最新及最大的計劃。

**有沒有一件設計是你最喜歡的？**

要我選一件我最喜歡的設計，我真的選不來。我的設計好比我的孩子—每一個你也同樣喜愛。但如果一定要我選的話，我認為「Lampscapes」很成功。它是一個很特別的檯燈，它將一些大家都很熟悉的燈罩融為一體。

**有什麼是你從來沒有嘗試過，而你又很想嘗試？**

用我的神奇之筆去建一所房子，它的每一項細節，裡裡外外都由我親手設計—我的設計品！E