

# Random by Design

## 像孩子一般好奇



Products, laments Dutch designer Frederik Roije, have a habit of disappearing into their own functionality. "We want to prevent this by giving products added value," he says. By designing "new products for a new time."

文：申申  
图片提供：Frederik Roije

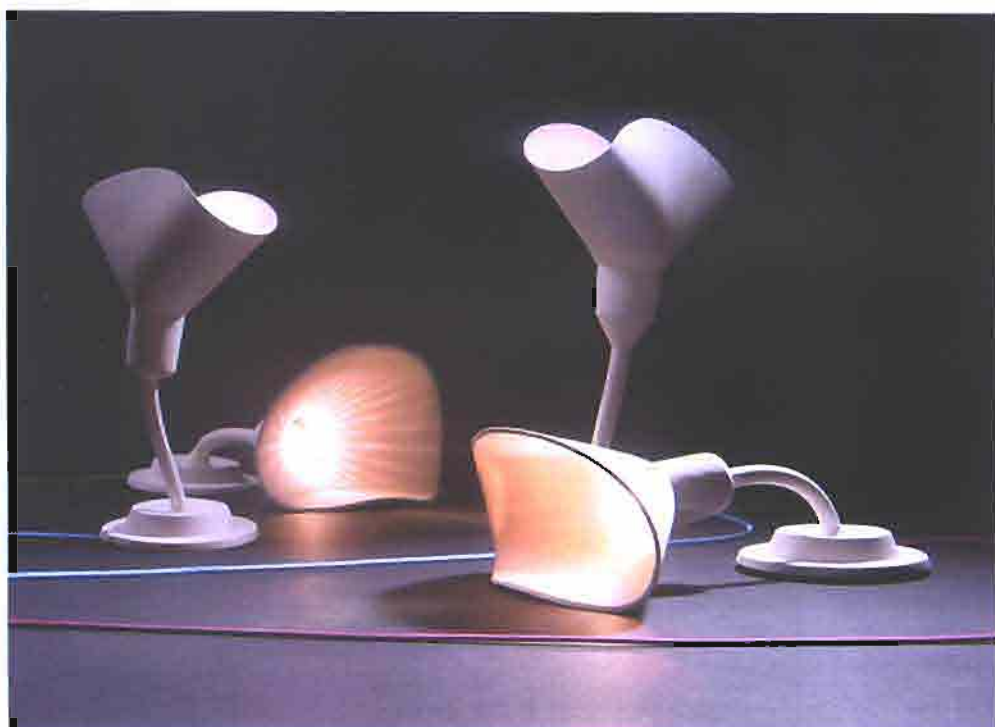
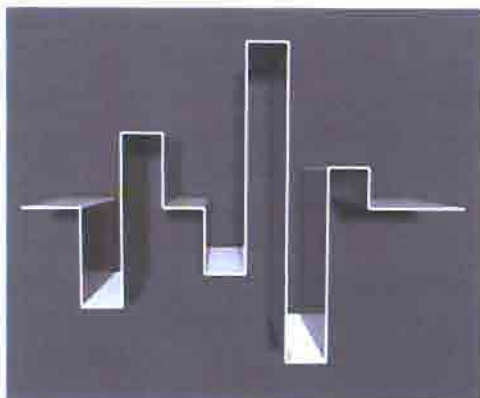
他师承 Droog Design 的创建者 Gijs Bakker，被业界预言为未来10年内最有望成为大师的10名荷兰年轻设计师之一。

Frederik Roije 出生于1978年，2001年毕业于著名的埃因霍芬设计学院人与居住专业。2002年，他在阿姆斯特丹成立了自己的工作室，从事产品和室内设计。除了自有产品的开发，他还为 Droog Design 和 GOODS 进行设计。

作为现代设计的发源地之一，荷兰涌现了 Marcel Wanders, Tord Boontje 等诸多大师，这得益于荷兰政府对设计行业的支持和资助。在这样相对宽松的环境下，很多年轻的设计师往往把更多的精力放在概念性的突破和创新上，却忽视了产品的可生产性，很多绝佳的创意往往停留在原型甚至草稿阶段。以荷兰现代设计代名词著称的 Droog Design 就在这点上颇被世人争议。Frederik Roije 的导师便是 Droog Design 的创建者之一 Gijs Bakker，他的作品也曾多次收入 Droog Design。但他既坚持 Droog Design 追求概念创新的理念，又强调设计的可生产性，并在生产过程中保持每件产品的独特个性。

他最著名的 Spineless Lamp (软骨灯，2003年) 就是这样成功的设计范例。他很好地利用了陶瓷在烧制过程中由于温度的不同而容易发生形变的特点，使每件成品都呈现出各种不同形态，购买者得以拥有独一无二的产品，强化了产品的收藏价值。事实上，他对陶瓷在高温下变形的特性非常着迷，并由此获得更多的灵感。与此相关的几个设计作品得到 Droog Design 的高度认可而被其收藏。

作为设计师，Roije 很乐意和人分享设计给他带来的快乐和惊奇。每当获得设计的灵感，他总是立即记录下来，并着手做出原型，最后以成品推向市场，使消费者接受和购买。在他看来，好的设计作品总是令消费者眼前一亮，一见钟情；而一件产品只有



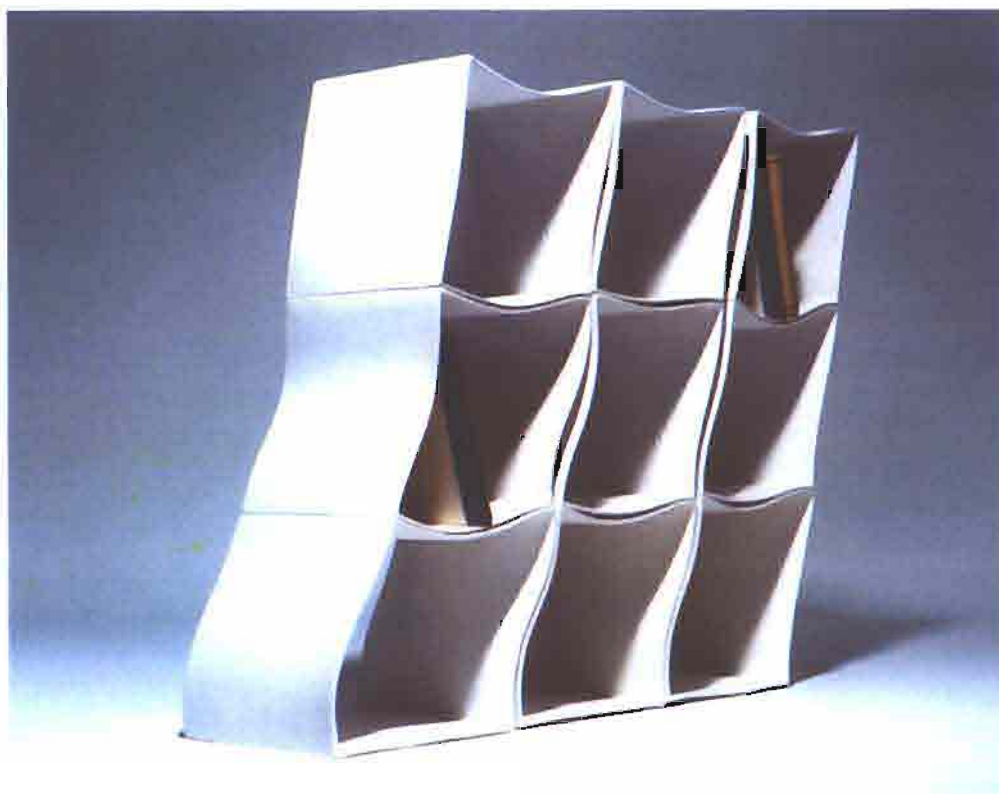
- / 荷兰设计师 Frederik Roije.
- / Storylines 铝制书架，2005.
- / Landscapes 吊灯，2004.
- / Spineless Lamp (软骨灯)，2003.

到了使用者手中才获得真正的生命和价值。

为进一步推广自己的作品，他还与GOODS建立起合作关系，并在2005年的“米兰卫星沙龙展”上集中展示了几款为GOODS设计的产品。其主题是在关注功能和美感的同时，力求捕捉并传达一种可以触摸、不可言说的意境。例如，STORYLINES铝制书架看上去就像凝固的声波；LAMPSCAPES系

列灯具是把常见的灯罩大大小小地组合在一起，制造出山峦起伏的高远镜像。

“新时代，新产品。”这就是Roije的目标。他认为设计师应该满怀对生活的热爱，对美的追求，应该对世界像孩子般地充满好奇，去探询那些令人感到惊奇的事物。



- / Matching Mirrors装饰镜，2004。
- / Tripple Chair (三位一体椅)，2004。
- / China Cabinet矮柜，2002。

Frederik Roije is part of a new generation of Dutch designers to have generated international acclaim. Educated at the renowned Eindhoven Design Academy, he specialised at the Department Man and Living, his principal teacher was Gijs Bakker, one of the co-founders of the legendary Droog studio. In 2002, he established his own design firm in Amsterdam.

Unlike designers who place too much emphasis on design concepts, Frederik Roije seems to truly enjoy the process of manufacturing the objects he designs. He is fascinated by the industrial reformation of materials and the new forms that result. One example: the Spineless Lamp, from the collection of Droogdesign, an experiment to see what would happen when porcelain was heated to extreme temperatures. No two Spineless lamps are the same: the user can choose their own unique form.

From concept to final product, Roije tries to find his own way. Although most of his products are of one-of-a-kind projects, they form a series. The uniqueness and strength of character come from the process itself.

"I get inspired by the things around me. I often fall in love with a product, technique or material with which I have a personal relation. I like to create new products and I think the relation between product and user is very important," he says.

At the Salone del Mobile 2005 in Milan, Frederik Roije released a series of new products: the Storylines and the Lampscales. Lampscales is a lamp where familiar shades melt into one, creating a landscape that resembles vast mountains. Storylines is a bookshelf which tells a story translated in a sound wave. Both objects get the inspiration from the existing functional product and try to suggest something that ungraspable. In this way, Roije aims to further strengthen the relationship and interaction between product and user by leaving space for the imagination.

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