

design

manifesto

2002

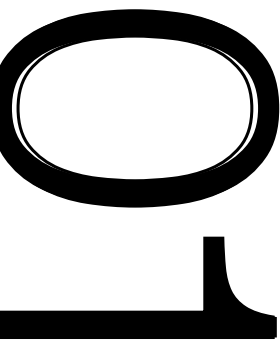
TOM DIXON  
CHINA LAUNCH

独家发布



designrepublic

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# 设计共和正式开幕

DESIGN REPUBLIC GRAND OPENING



## 新闻剪报

PRESS CLIPPING

1. 深具历史底蕴的上海外滩5号,一楼四扇临街的窗户上放置了一些印有家具的图片,随着时间的推移,这些图片的颜色日益鲜亮.受好奇心驱使走进一楼,我惊喜地发现这居然是个极具现代感的家居设计概念旗舰店.店内的巨大鸟笼,寓意共和初旭,(the birth of a new republic)与窗外的“共和曙光”创意图片向呼应。今年9月15日，当黎明来临，中国首家具有完整概念的家具店——设计共和旗舰店将正式开业。

“设计共和”的创办者是郭锡恩和胡如珊，两位在内过接受教育并从业多年的中国设计师。他们亲自负责店内设计、形象定位及所有的平面创意。

“设计共和”全新概念店的设计源于三个基本理念——原材背景，内外倒置的陈列方式和中央平台。

设计共和，找寻一种人与日常生活物品之间的微妙关系，从一杯一盏，甚至一把椅子中去发现美的存在。

the outlook magazine, october 2006

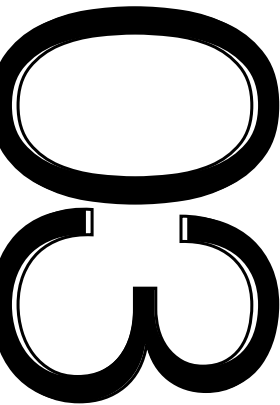
2. 2006年9月15日，设计共和旗舰店正式开幕。设计共和由两位资深建筑师——郭锡恩先生和胡如珊女士一手创建，旗舰店内将展示和出售来自世界各地的设计家居精品，其中包括来自殿堂级建筑大师的经典名作。

设计共和旗舰店选址于上海时尚地标外滩。零售店位于外滩5号一楼，面积超过600平米；项目销售展示区和办公区在五楼，大小与门店相当。

店内集中的包括桌椅、灯具、餐具等各类家居用品，均来自bd\belux\classicon\fritz hansen\vitra\tom dixon\louis poulsen\playsam\when objects work等数十家国际著名品牌的经典系列。

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今年秋季，设计共和将推出一系列自由品牌新品，全部由设计共和自行生产，包括居家羊绒便装，各类礼品，紫砂茶具和漆器，还有即将推出的子品牌——“设计共和旅行者”，该品牌包括一系列为旅游者设计的具有中国文化特征，却脱离传统代表性符号的纪念品。设计共和品牌下的所有产品，其设计理念都来自源远流长的中国文化。

the bund, september 28th 2006

3. I thought I'd hate 5 on the Bund's Design Republic. I pictured white walls and black clad staff sneering at me as they stood next to strange leather chairs with no price tag. Nothing could have been further from the truth, although the staff do wear black.

Designed and owned by American-trained Chinese architects Rossanna Hu and Lyndon Neri, the man responsible for the makeover of 3 on the Bund, the space was conceived as both a store and gallery space. All oak, concrete, and brushed bronze, with plenty of glass. "One of our goals is to bring design to the people in Shanghai," says PR manager Angela Hua. "Many people come in just to look an". The staff is pretty friendly and seems used to people wandering in for a look without necessarily buying.

Beginning at 15rmb for a Design Republic postcard, prices finish off at 434, 590rmb for a very sexy limited edition bowl of silver fruit by Japanese designer Kazuyo Sejima. Kitchen and tableware is well represented with Alessi, littala, Stelton, and Menu. Stemless Reidel wine glasses go for 140rmb a pop and the famous Philippe Starck citrus press, the one that doesn't work and looks like a three-legged metal spider, is 600rmb. Moleskin notebooks from 120 to 180rmb are another more affordable option. Some of the more interesting furnishings are two chairs by Spanish architect Antonio Gaudi, best known for his Cathedral Sagrada Familia in Barcelona, and a collection of chairs by Danish master Arne Jacobson.

On a smaller scale, DR also stocks miniature classic design chairs by Vitra; your chance to own a Corbusier for your hamster, or furnishings for Barbie's new minimalist Wallpaper inspired loft. Jokes aside they'd be a perfect present for anyone with a design fetish. DR is also beginning collaborations with local designers to make their own line of furnishings that can be customised to meet client's needs.

If you're interested in design this is a great place to come and have a look. The pieces are well chosen and include some of the biggest names in the field. You may not be able to afford it, but then again, maybe you can. As for me, I have my eye on a certain silver fruit bowl. Or maybe an eggcup to start.

SmartShanghai, august 2006







PH Snowball



PH 5

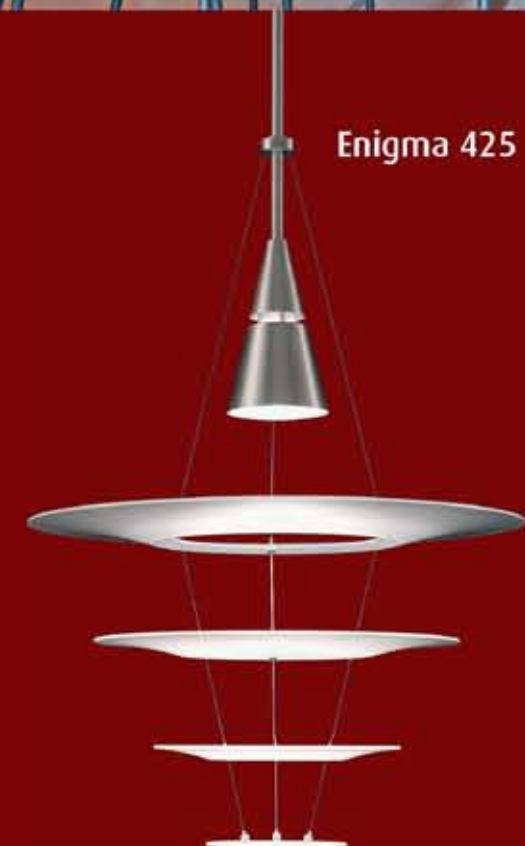
make a  
**lighting**  
difference



Moser



PH 3-2½ Wall



Enigma 425

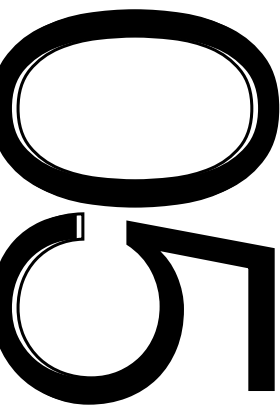


PH 3-2½ Bollard

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poulsen**

[www.louis-poulsen.com](http://www.louis-poulsen.com)





# 旅行家宣言

TRAVELLER DECLARATION

我们, 设计共和旅客, 相信编码的弥漫在所有人的事理衣、食、住, 行。(Roland Barthes 1967)  
我们, 设计共和旅行家, 寻找一个可以象龙和皇帝是中国的象征一样代表中国的元素。  
我们的兴趣在于日常生活, 它现在还在发生, 而不仅出现于四千年前。我们在日常生活中感觉并捕捉这一文化中的图案。由于我们每天使用, 那些用图案制作的产品会成为我们生活的一部分, 从而使这些图案的意义更加深入化。

We, the Design Republic Traveler, believe in the pervasiveness of coding in all human affairs—clothing, food, cars, and furniture. (Roland Barthes, 1967)  
We, the Design Republic Traveler, seek an alternative to representations of China as emblems of dragons and emperors.  
Our interest lies in the practice of the everyday life, as it happens today, not only 4000 years ago. We want cues from contemporary scenes of daily lives to capture patterns of a living culture. These products of useful things add depth, dimension, and meaning to our travel experience as they become part of our own lives when we use them in our daily existence back home.

## 生肖拼图

设计共和的“Traveller”生肖拼图, 厚度仅为一本秋季刊时尚杂志, 是适合各年龄层次的送礼佳品。该拼图采用丙烯酸材料制成, 外框材料则是天然橡木, 对中国12生肖形象进行了现代演绎。  
假如您正好在寻找不同于绝大多数旅游景点出售的巨龙或凤凰纪念品, 这将会是您中国之行能带走的最佳礼物。这个简单而设计精巧的拼图中, 您唯一能看到龙, 就是代表龙年的生肖。拼图块有透明和磨光两种丙烯酸材料可选, 而外框可以选择天然橡木或深色橡木。

## ZODIAC PUZZLES

At just about the thickness of a fall issue fashion magazine, Design Republic Traveller's Zodiac puzzle is the perfect gift for both adults and children. Made of acrylic with natural oak box, this is a modern take on the Chinese Zodiac sign of 12 animals.  
If you're looking to have an alternative to the dragons and phoenixes sold at numerous tourist traps, this is the best thing yet to take away from your trip to China. The only dragon you will see in this simple yet ingeniously designed puzzle is the zodiac that represents the year of the dragon. Puzzle pieces come in either clear or frosted acrylic in natural or dark wooden cases.



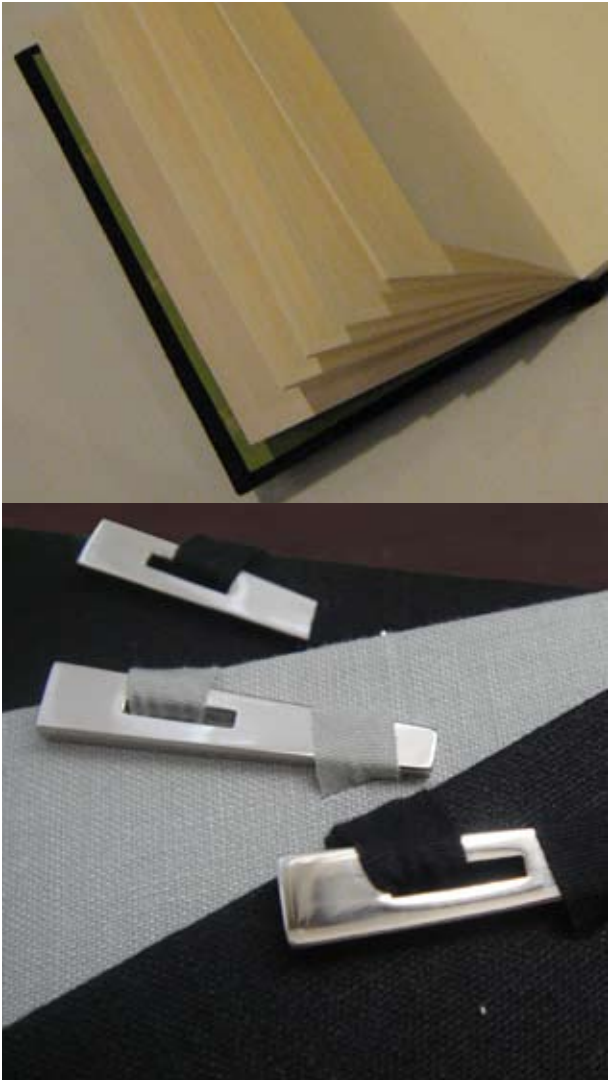
生肖拼图 zodiac puzzle

空白日记本

该采用亚麻材质封面的日记本，是设计共和的“Travel-ler”系列产品之一，与中国传统文化中四大生活基础（衣食住行）息息相通。这种空白日记本采用分量稳重的合金插销扣合，让人不禁联想到使用骨制插销的旧式书法笔记本。

BLANK JOURNAL

Part of design republic’s traveler line, this linen covered journal is lined with patterns of what Chinese consider the 4 basics of living: clothing, food, shelter & transportation (yi, shi. zhu, xing). The blank journal is locked with a weighty metal alloy reminiscent of the old calligraphy notebooks that used bone as a closure.



空白笔记本 blank journal

紫砂茶具系列

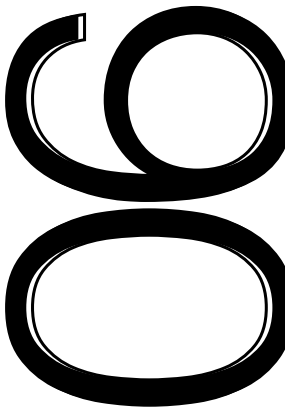
这套中式紫砂茶具是设计共和与上海如恩(Neri & Hu)设计研究室首次合作的结晶，采用中国宜兴特产的紫砂土制成。这种粘土（有赭色和赤褐色等多种陶土色调）具有独特的保温性质，因此使用紫砂茶具可以更好的保留茶味，因为紫砂土能够吸收茶味；据说，在紫砂壶使用多年后，只需向壶中倒入热水，就能得到一壶茶味浓郁的香茶！  
尺寸：小号、大号

ZI SHA TEA SET

From Design Republic’s first collaboration with Shanghai design firm Neri & Hu Design and Research office comes a Chinese teaset made from Zi Sha (purple clay,) a clay that can only be found in the town of Yi Xing. The unique quality of this clay (which comes in many earthen shades such as ochre and terra cotta) is its ability to retain heat therefore keeping the flavor in Zi Sha ware becomes better with use because the clay absorbs the flavor of the tea it holds; it has been said that after years of use, it is possible to just pour hot water into your ZiSha pot and get tea!  
Size: small, large



紫砂茶杯 zi sha tea cup



# 十个理想礼物

10 GIFT



行动派男人击溃甜言蜜语派的重大秘密武器

for the tongue-tied romantic who needs MAJOR help setting the mood

menu galerie candle holder

人生需要灵感：MOLESKINE 为天才的创造家提供灵感。

for the creative genius who needs inspiration to unclutter his life

moleskine 2007 planner



仅仅满足于纸版拼图，又怎能被称为拼图女王呢？

for the closet puzzle queen who won't settle for the cardboard versions

design republic traveller zodiac puzzle

为需要聚会借口的主妇而生

for the uber hostess who needs another excuse to entertain

tonfisk warm, a tea set



一段时尚潮人的济世梦想

for the fashion diva whose new year's resolution is to save the earth

tom dixon lacoste TECHNO POLO



# 想礼物

S IDEAS

给最宠爱的“宝宝”

for your spoiled first born

playsam streamliner classic car



装饰主义不是女人的特权

for the husband who likes to accessorize

stelton money clip, card holder, usb memory stick



给爱上学校一个更好的理由

for the flake who needs a better reason to go to school

design republic traveller saddle bag



因为它，咖啡达人成了茶的痴迷者

for the coffee addict who just switched to tea

design republic zisha teapot

只为博“黛玉”小姐嫣然一笑

for the moody friend stuck in the cubicle who needs a reason to smile

architectmade birds





## Vipp has just delivered – it’s a soap dispenser

The Story of Vipp began in Denmark in 1939, when the wife of the craftsman Holger Nielsen (1914-1992) asked him to manufacture a bin for her hairdressing salon. In the beginning he made the bin only for his wife, but when the local dentist and doctor wished to purchase it for their clinics, Holger Nielsen established his production of bins. During the next many years the Vipp became a common part of most dentists’ and doctors’ clinics.

VIPP 新品：洗手液瓶

VIPP的传奇故事始于1939年二战爆发前丹麦的一个地方小镇。 霍尔格•尼尔森是一名铁匠，他新婚不久的妻子要他制作一个垃圾桶，放在她新开的理发店。 霍尔格开有一间铁匠铺，但产量很小。 因而他最初只是因为妻子才制作脚踏式垃圾桶。 然而当镇上牙医和医生试图向他购买类似的垃圾桶用于诊所时，霍尔格的脚踏式垃圾桶制造事业起步了。 在此后的50年中，VIPP（霍尔格当时给垃圾桶取的名字）成为丹麦的理发店、诊所以及医院的必备品。



# TOM DIXON中国发布会

TOM DIXON AT DESIGN REPUBLIC



2006年11月10日，设计共和在其位于中山东一路5号的旗舰店内举行了Tom Dixon中国发布会，这是Tom Dixon在中国的首次正式亮相。Tom Dixon来自伦敦，是当代最具影响力的英国设计师之一。Tom Dixon本人将在现场露面，发布包括今年前些时候在米兰家居展上推出的Tom Dixon产品系列，并邀请一

批在上海的设计师和设计爱好者来参加这一活动。设计共和将通过一系列类似的独家活动，把最优秀和富有设计内涵的家居产品介绍到中国来。

Tom Dixon的众多设计在世界各主要城市有过多次展示活动。此次来到设计共和，是Tom Dixon在中国的首次大规模正式发布，标志着Tom Dixon和设计共和合作关系的确立。除了发布会展出的产品之外，还将有更多的Tom Dixon产品在设计共和店内进行销售。发布会上展出的Tom Dixon产品系列将是目前为止亚太地区规模最大的一次。

设计共和与Tom Dixon的合作，开始于David Begg与郭锡恩、胡如珊夫妇（设计共和创始人）一次偶然的会面。David Begg是Tom Dixon品牌的合伙创始人，也是现任Design Research公司的CEO。双方对设计的热情,对设计内涵的共识以及对各自经营理念的认同，最终成就了合作的关系。

Tom Dixon是当今英伦设计的杰出代表。1959年出生于突尼斯的斯法克斯，在伦敦长大。1980年从艺校退学后，Tom Dixon曾组建乐团并成为一相当成功的乐手。偶然自学焊接金属后，掌握了材料和工具的他在设计方面的卓越天赋得到发挥，逐渐成为伦敦后朋克时代设计圈的新生力量。之后，Tom Dixon在欧洲这片设计沃土上成就了很多经典设计作品。他早期设计的S型座椅以及获得1998年大不列颠设计“千禧年标志”大奖的旋转铸模杰克灯，使他声名大噪。2000年，他因为对英国设计所作出的杰出贡献而被授予OBE奖（大英帝国军官勋章）。

发布会后，还将举行为期3周的Tom Dixon作品展示会，展出Tom Dixon的得意之作，包括Spin, Mirror Ball Pendant Collection, Beat Light, Copper Shade和Wire Coat Rack等多件经典作品。另外，值得一提的是法国著名时尚品牌Lacoste邀请Tom Dixon设计的限量版Polo T恤,届时也将在设计共和独家发售。Lacoste在全球各大城市选择最具设计概念的零售店来进行发布，比如巴黎的Collette、纽约的Saks Fifth、伦敦的Dover Street market、米兰的Corso Como等，设计共和因其独有的零售概念和氛围而入选，是中国范围内唯一的一家。这次展示会将给人们提供欣赏和回味Tom Dixon杰出设计的绝好机会。

Design Republic celebrated on November 10, 2006 its “Tom Dixon China Launch” in the Bund Number Five flagship store with a series of events aimed to introduce the British designer to China for the first time. Tom Dixon is one of the most influential British, London-based furniture designers of his time and has chosen to present the new collection, just launched in Milan earlier this year, at Design Republic to a group of designers and design lovers in Shanghai. The launch marked Design Republic's first of a series of exclusive promotional events to bring some of the world's best and most sought after design furnishing products to China.

Tom Dixon's products have been featured in prestigious institutions such as the London Design Museum, where Tom Dixon was also nominated for Designer of the Year in 2005. The entire selection of Tom Dixon's products on exhibition will be on sale in China exclusively through Design Republic. With this launch, Design Republic exhibits the most extensive and current Tom Dixon collection in the Asia Pacific region.

The alliance between Design Republic and Tom Dixon began a year ago with a chance meeting between Rosana Hu, Lyndon Neri (founders of Design Republic) and David Begg, co-founder of Tom Dixon label, and CEO of Design Research Ltd. Both founders' deep-rooted passion for design became a common ground from which they built the business alliance.

Tom Dixon, the British design icon, was born in Sfax, Tunisia in 1959 and brought up in London. After quitting art school in 1980, he formed a band and became a professional musician. After a motorbike accident left him housebound, he taught himself to weld and accidentally found his calling in design. He emerged as



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a new force in London's post-punk design scene and then worked across Europe to build an international reputation. Tom Dixon is particularly well-known for the S-chair and the rotationally moulded Jack Lamp which gained the Millennium Mark for Great British Design in 1998. He was awarded as OBE (Officer of Order) for serviced to British Design in 2000.

On exhibit for the next 3 weeks at the Design Republic flagship store are Tom Dixon's classics such as the Mirror Ball Pendant Collection and the Copper Shade. Included in the selection are also new items for 2006 such as Spin, Soft System, and the Beat light.

Noteworthy is the limited edition Lacoste shirts that will be sold exclusively in China through Design Republic. Lacoste has selected some of the most interesting retail outlets to carry these limited edition shirts, such as Collette (Paris), Dover Street Market (London), Corse Como (Milan) and Saks Fifth (New York). Design Republic was chosen to represent China for its unique retail concept and ambiance. The exhibition will provide visitors great opportunities to appreciate and enjoy Tom Dixon's outstanding design achievements.





# PLAYSAMM

The outmost gift!  
礼品最爱！



Crayon Pen  
Design Ulf Hanses  
铅笔



Rocking Rabbit  
design: Björn Dahlström  
摇摆兔子



Volvo PV 544 - Keychain Car  
Model design: Björn Alskog  
钥匙链



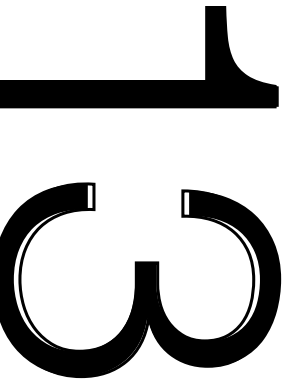
Streamliner classic  
Design: Ulf Hanses  
流线型汽车



Saab concept car 001  
Design: Ulf Hanses  
概念车



PS  
Since 1984



# DR @ ...



## Muse 俱乐部

最近，Muse 酒吧在位于上海同乐坊的又一改造厂房中开业了。该酒吧由如恩设计研究室(NHDRO)设计, 旨在探索将自然融入日常生活核心。酒吧二楼的主要区域由600 x600的高光面板围绕成一个形似蚕茧的结构。在“蚕茧”的背面，沿墙摆放的抽象植物模型被涂饰以橙色和棕色来增添空间的深度和色彩。长约20米的吧台区域位于空间的中央，连接了酒吧区与餐饮区。吧台顶部装饰

的14盏TOM DIXON的镜球吊灯附以玻璃结构形成了看似随意的空间隔段，无形间联接了三楼的VIP区域和底层的酒吧区。而在蚕茧结构之外的许多零散空间则造就了不同区域的特殊空间体验。在女士休息区的鸟笼被放置在镜面和Herzog & de Meuron的五盏精子30吊灯中，置身笼中的人们会产生一种身在私密空间的假想，而事实上，鸟笼中的任何人就像在一个舞台上，能被所有经过走廊的人看到的部分身影。沿着蚕茧结构的另一个私密空间是吸烟区，整个区域的橙色和棕色植物形态装饰在MOOOI的蒲公英吊灯光线的强调下无限延展。位于三楼的VIP区域将在2006年底开放。该区域将注重材料感，探索它们是如何被运用在墙、顶和地面上的。届时将会为宾客营造一种被解构的颓废气息。

Muse club shanghai  
The Muse Club recently opened in Shanghai on one of the newly renovated factories at Tong Le Fang. The club, designed by Neri & Hu Design and Research Office (NHDRO), explores the notion of how nature is extended into the core of everyday life. The main area on the second floor is surrounded by 600 x600 panels finished in hi-gloss lacquer to form a cocoon-like structure. Abstracted floral patterns along the walls behind the cocoon are painted in shades of orange and brown to add depth and color to the space. The bar, approximately 20 meters long, is situated in the center of the space, connecting the club area and the dining area. Above the bar are 14 Tom Dixon Mirror Ball pendant lights that are enclosed with a glass structure broken into random segments that shoot up vertically connecting the VIP area on the 3rd floor and the club down below. Many interstitial spaces create pockets of different spatial experiences outside the cocoon. A birdcage within the ladies lounge is surrounded with mirrors and five of Herzog & de Meuron's Jingzi 30 pendant lights creating a space that gives the "caged" a false sense of privacy since anyone inside the birdcage can be seen--almost as in a stage--by people passing the club hallways. Another intimate space along the cocoon wall is the smoking room enveloped by the orange and brown floral pattern that are exaggerated by the lighting created by Moooi's Dandelion pendant lamp. The VIP area on the 3rd floor is slated to open at the end of 2006. It will explore materiality and how it is applied on the walls, ceiling and floors. There will be an air of restrained decadence.







# designrepublic TRAVELLER



每次抵达一个新城市，旅人都会再度发现一段自己不知道的过去：你不复存在的故我或者你已经失去主权的東西，这变异的感觉埋伏在无主的异地守候你。

伊塔洛·卡尔维诺

Arriving at each new city, the traveler finds again a past of his that he did not know he had: the foreignness of what you no longer possess lies in wait for you in foreign, unpossessed places.

Italo Calvino





## “My design philosophy is: form follows feeling.” Hella Jongerius

The first sofa designed by Hella Jongerius, Polder is a generous platform for living comprised of innovative materials and surprising handcrafted details.

### 我的设计理念是：形式追随感觉 – Hella Jongerius

Polder沙发是Hella Jongerius 设计的首个沙发系列，这是一个令人惊奇的生活概念组合：充满创意的材料和给人惊喜的手工细节。